

The AUTOMATIC WORLD

February, 1932



LUCKY STRIKE! KING of All PIN TABLES

*P.
Draw 5
Boss Scale*



Standard Price \$27.50 Steel Stand \$2.50
SOLID OAK CABINET—BEAUTIFUL DESIGN—SUPERIOR WORK-
MANSHIP THROUGHOUT—Guaranteed the Best Pin Tables Made.

FOR OPERATORS AND JOBBERS

Lots of 5	\$17.05	Lots of 10	\$16.00
Lots of 25	14.00	Lots of 100	Write
Steel Stands	\$1.85		

GUARANTEE—We guarantee this machine superior to any similar type machine ever made. ORDER SAMPLE—TRY IT ONE WEEK, if not perfectly satisfied, return for full refund—No questions asked.

WRITE FOR LIST NO. 97

Showing more than 1000 good dependable used machines. Jackpot Bells, Jackpot Venders and Penny Machines.

A Word About Lucky Strike

Our cabinet is being made of solid oak which will not warp or split and the entire cover on the pin board is one decalcomania and is most beautiful. We can also give you the option of 1c or 5c play and give an extra decalco to paste on the pin board of either 7 or 10 in place of the 5.

In addition to Lucky Strike, we carry in stock all leading pin game machines. Everyone below is well known and a money maker.

Baffle Ball, "Bingo,"
Jostle, Hi-Ball, Keen-
Ball, Miggles, Lucky
Strike, Golden Comet.

5c Play Above—1c Play
Below

Ace Is High, Roll-a-
Ball, Grid-Ball, "Baffle
Ball," "Bingo," Gold-
en Comet.

All carried in stock—
instant shipment

VENDING MACHINE COMPANY

205-215 Franklin St.

FAYETTEVILLE, N. C.

BE SURE TO SEE US

AT BOOTH 35

COIN MACHINE EXPOSITION

**HOTEL SHERMAN
CHICAGO, ILL.**

FEBRUARY 22, 23, 24, 25

◆ 1932 ◆

**WE WILL HAVE ON DISPLAY THE
VERY LATEST IN COIN MACHINES
AND PERSON WEIGHING SCALES**

THE CAILLE BROTHERS CO.

6210-6250 SECOND BLVD.

DETROIT



MICHIGAN

The Gem

The Greatest Value in the Small Scale Field—By a Wide Margin—Will Not Be Shown at Chicago

Special Distributors'
Proposition

\$52.50

The Experienced Operator
Knows the Value of an
ALL Porcelain Scale.

29 Years of Experience With
the Columbia Scale Company
Are Back of This Scale.

and
DOWN

In Quantities

Our Selling Plan Is
The Operators' Gain



We have built so much value into this All-Porcelain Scale, **and**

We have made the Prices so low, **that,**

Our margin of profit will not permit us to have high-powered salesmen call on you, nor will you receive reams of expensive literature. All selling must be done from the office.

William H. Kleckner, Inc.

79 East 130th Street

New York, N. Y.

Satisfied Customers?

This New PEO Winner Has Made LOTS of 'em!

HI-BALL

A Game of Skill

Every operator that's been in the business any length of time knows that a PEO-built machine is WELL built. We do our level best to put A-1 material into our devices, and our assembling department really takes pride in putting the machines together RIGHT.

HI-BALL is no exception—this new money-getter is mechanically right, looks right, and the NEW LOW PRICE is right!

Receipts From \$20 To \$50 Per Week

The HI-BALL is GOING AHEAD! Reports have come in to us from more-than-satisfied users in all parts of the country, commenting on the remarkable earnings of this new PEO device. No wonder the public plays—and PAYS! The appearance of the HI-BALL, the beautifully decorated cabinet, finished in a rich walnut, invites the players to try it—and the novel principle of the game keeps them going!



DIMENSIONS

40 Inches High, 37 Inches Long
17 Inches Wide
Shipping Weight 85 Pounds
(Actual Weight 60 lbs.)

The Lowest Priced Machine Of Its Type On The Market Today!

Owing to greatly enlarged production, we have been able to substantially reduce our initial HI-BALL prices.

Write or Wire Today, Either Direct or to Your Nearest Jobber

Peo Manufacturing Corp.

Chicago Office
4332 W. Harrison St.
CHICAGO, ILLINOIS

449 Avenue A—Dept W

ROCHESTER, NEW YORK

New York Office
1123 Broadway
NEW YORK CITY

We'll Be at the Show—Booth 25, Sherman Hotel, Feb. 22, 23, 24, 25

Bigger Profits for Operators

The "Master"

Selective Candy Vender

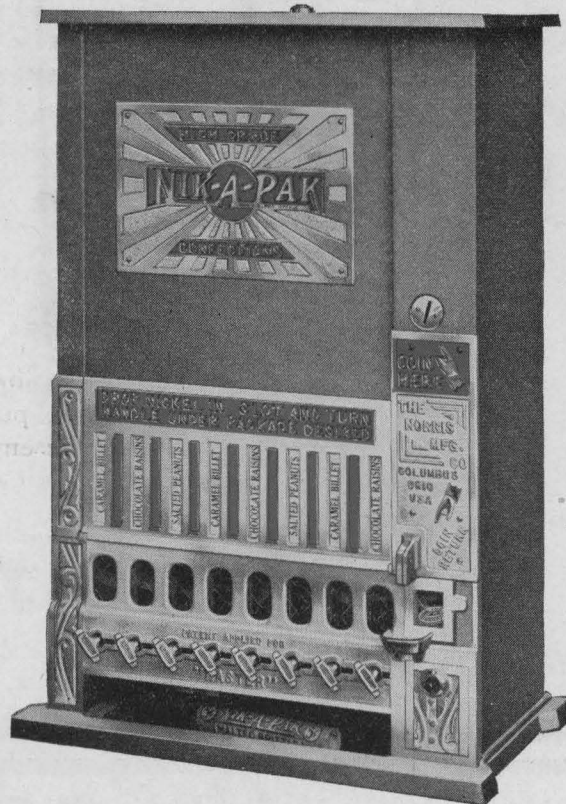
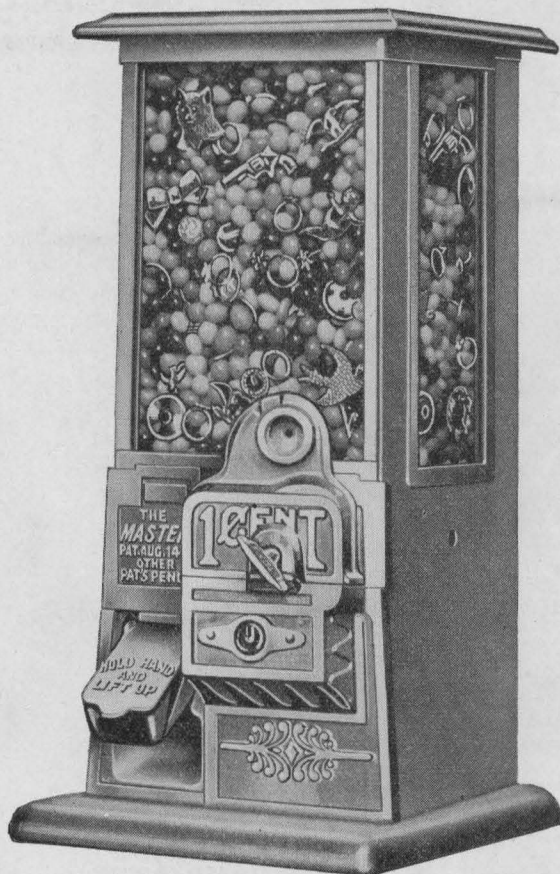
Mechanism simple, positive and strong. Eight columns. Capacity 160 packages. Heavy Steel Cabinet. Cylinder Locks. Attractive gray enamel finish. Highly polished aluminum trimmings.

CANDY

Milk Chocolate Stars, Chocolate Coated Peanuts, Chocolate Coated Almonds, Chocolate Coated Raisins, etc., of a well known nationally advertised brand. Packed 140 packages to a case.

Costs \$2.50 Brings \$7.00

Biggest profit ever known for the Candy Machine Operator.



Another Proven Money Maker

The "MASTER" Novelty Vender has proven a regular little gold mine.

Equipped with our patented toy vending device and sanitary, porcelain enameled steel base.

"MASTERS"

Are the only machines built with adjustable vender to vend Ball Gum, Marbles, Peanuts, Pistachios, etc., without buying or installing new parts.

The Best Is Always the Cheapest.
Buy Masters at Our Low Prices.

Write at Once.

The Norris Manufacturing Co.

Columbus

Ohio

CANADIAN DISTRIBUTORS
BERGSTROM SALES CO.

Estevan, Sask., Canada

You Will Never Be Happy Until You Operate Masters

"We'll Be at the Show—Booth 34, Sherman Hotel, February 22, 23, 24, 25."

Billiard Cloth

10 Different Grades

To Choose From

We are manufacturers of cloth only.

Will send samples and quote prices
on request.

The Saxton Woolen Corp.

NORWICH,

CONN.

DRAW FIVE

A Proven Winner—Made by an Operator

Makes Your old machines up-to-date as a strictly SKILL machine that has "IT." Grips the public and rolls in the pennies.

An entirely NEW and COMPLETE front and name plate for your old Spiral golf, Whiz Ball, Whirl-O-Ball or any front that fits the Whirl-Wind machine. Order sample at lowest cash price.

\$2.50

Prepaid Anywhere in U.S.A.
When Cash Accompanies
Order.



Hold your locations.
No loss of time or money.
Get the fronts.
Change in 3 minutes.

Order a sample at lowest cash price, and your next order will be for as many machines as you have.

\$2.50

Prepaid Anywhere in U.S.A.
When Cash Accompanies
Order.

Distributors
Wanted in All
Leading Cities

Lyon Novelty Mfg. Co.

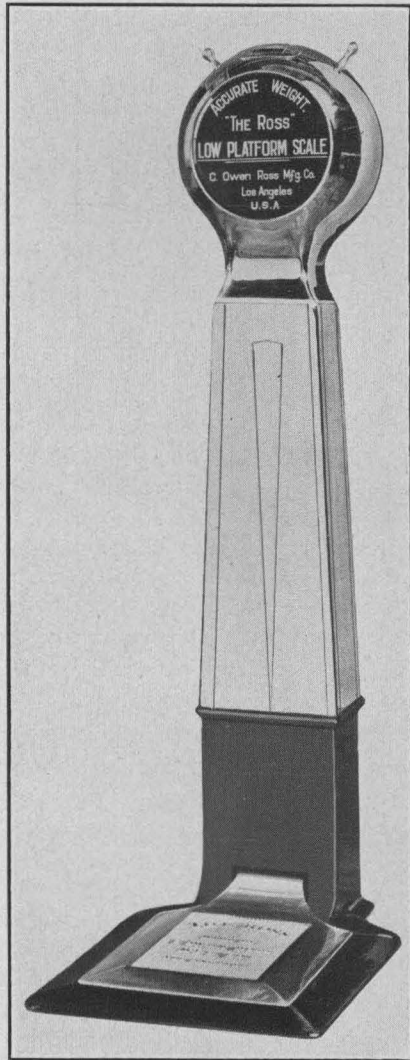
1424 Russel Drive, Long Beach, Calif.

(Also All Aluminum Peanut and Ball Gum Machines at Attractive Prices)

We Are Jobbers for Keeney & Sons Famous Baffle Ball

THE ROSS SCALE

*The First and Only Low Platform Scale
in the World*



There is no platform obstruction, allowing free movement around the scale with no danger of stumbling over the platform. This fact permits of a much greater choice of operating locations. The platform at the highest point is only one and one-quarter inches high and is beveled on the sides to only one-sixteenth of an inch.

THE ROSS SCALE will weigh accurately from one pound to three hundred pounds and permits the patron to stand in any position on the weighing platform without destroying the accuracy. Through a very carefully devised mechanism it is impossible for two people to weigh on one coin. The radial dial is at the top of the scale and in such a position that only the person weighing is able to read it. The entire scale is made weather-proof and may stand in water four to six inches deep without rusting or in any way impairing the accuracy. The large coin box in the back has a double lock, one on the outside and a heavy locked steel box on the inside, minimizing the possibility of theft.

*Many Years of Painstaking Effort Have Been Spent in
Designing and Perfecting this
Perfect Scale*

Patent applied for through
MUNN & CO.
Patent Attorneys

*Exclusive Territories Available to
Operators and Distributors*

C. OWEN ROSS MFG. CO.

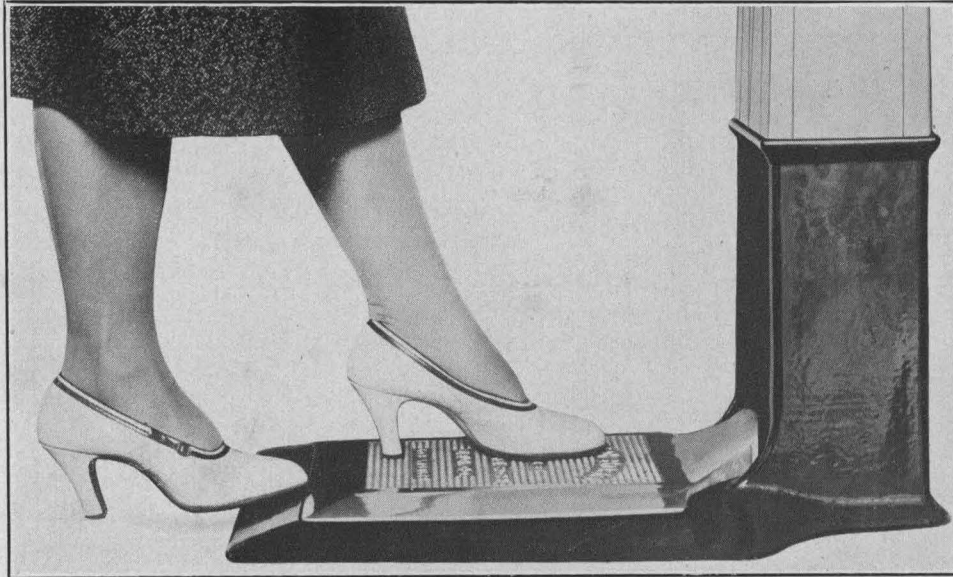
3668 UNION PACIFIC AVE.

LOS ANGELES, CALIF.

THE ROSS SCALE

The Solution for those Tough Locations

NO TRIPPING HERE



THE extremely low platform has made it possible to locate The Ross Scale in the down-town section of Los Angeles, where ordinances prohibit any obstructions over the building line, thus demonstrating the Low Platform is not considered an obstruction. Due to the wide beveled sides and low platform it is almost impossible to even catch the sole of the shoe against the base. The beauty and attractiveness of The Ross Scale, with its black baked enamel base and its chromium plated column and head, demands the immediate attention of everyone who sees it. Of course there are hooks for hanging coats and bundles on while weighing.

Practicability with beauty . . . THE ROSS SCALE

SPECIFICATIONS

Weight, 117 lbs.; **Height**, 4 ft. 3 in.; **Base**, cast iron, black porcelain baked, 23 $\frac{3}{4}$ in. by 16 $\frac{3}{4}$ in.; **Platform**, aluminum alloy 12 $\frac{1}{2}$ in. by 12 in. by 1 $\frac{1}{4}$ in. high; **Head**, brass casting, chromium plated with beveled plate glass, 8 $\frac{1}{2}$ in. in diameter and the **column** is 16-gauge cold rolled steel, chromium plated.

*Write Now for Full Particulars of Offer to Operators and
Distributors in Exclusive Territories*

ALL SHIPMENTS F. O. B., LOS ANGELES, CALIF.

C. OWEN ROSS MFG. CO.

3668 UNION PACIFIC AVE.

• • • LOS ANGELES, CALIF.

STILL THE MARVEL « « « OF ALL » » » COIN MACHINES

JENNINGS
VICTORIA
JACKPOT



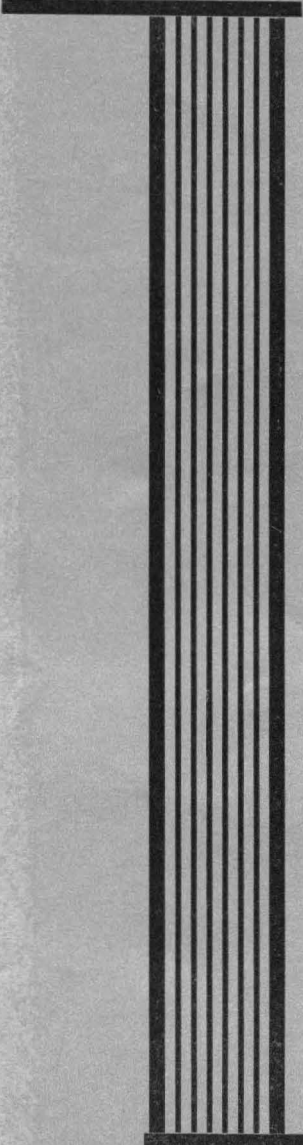
Operators who have tried the
Victoria all say "There's no better
machine made."

See for yourself . . . examine the
Victoria at the Coin Machine Show.

O. D. JENNINGS & COMPANY
CHICAGO

1907 • SILVER JUBILEE • 1932

To Celebrate Our
 SILVER JUBILEE

 O. D Jennings & Company

will announce at the

Coin Machine Exposition

Sherman Hotel - Chicago

February 22-23-24-25

Several New

Coin Operated Machines



You Are Cordially Invited

To Help Us Celebrate



Come to the Exposition . . .

Open House at the Jennings Factory



O. D. JENNINGS & COMPANY

CHICAGO

1907 • SILVER JUBILEE • 1932

You Operators Who Haven't Yet Put

ZENOBIA PISTACHIOS

in your machines

DO IT NOW!

GET THE THRILL of seeing these crisp-crunchy white nuggets of delightful eating quickly change into masses of pennies. They are the outstanding seller in vending machines today. Everybody likes them. And that goes for the operators too because they are the ones making the profits.

Zenobia Pistachios Mean the Best

Our reputation won't allow us to supply anything but the highest quality. The nuts are so deliciously roasted and salted—so easy to open—so good to eat—three excellent reasons why they are going BIG all over the Country.

Just the Size

Our Queen Pistachios are especially graded to vend easily through ALL make machines. They average 550 to the pound which, dispensed at 6 for 1c brings in 90c.

Smashing New Low Price!

Our present price IS low. When the new crop Pistachios came in recently we vowed to sell them at a price so low as to make your profit bulge. But you can't make this profit JUST BY READING ABOUT IT, YOU MUST ACT and here is how to do it. Tear off the coupon, fill it in and mail it to us. Trust us to give you our NEW LOW PRICE (less 1% cash, f. o. b. New York City) and you won't be sorry.

Zenobia Co., Inc.

AMERICA'S LARGEST IMPORTERS AND ROASTERS OF PISTACHIO NUTS

165 Hudson Street

New York City

City

State

Zenobia Co., Inc.,

165 Hudson St.,
New York City.

Gentlemen:

Please send me (one) (two) 25 lb. tins of your Queen White Roasted and Salted Pistachio Nuts for vending machines at your NEW LOW PRICE, less 1% f. o. b. New York City. Enclosed find (check) (money-order) for \$2.00 in part payment; balance C. O. D.

Name

Address

Automatic World.

The Sweep

New Automatic Merchandiser
Flashy :: Fascinating :: Profitable



It's Here At Last

A penny merchandise machine containing all the features and earning power of large expensive "diggers" at the amazingly low price of

\$25.00

One-third deposit with order, balance C. O. D.
They said it couldn't be done—we did it!

WRITE AT ONCE FOR THE INTERESTING DETAILS

Buddy Sales Corporation

902 Park Avenue

Brooklyn, N. Y.

See You at The Chicago Convention—Hotel Sherman

Them Days Are Gone Forever - -

WHILE looking for some information of value to operators, I met an old-time operator whom I had known for some time, and said: "I've heard operators say there was a time when, if they could find a few good locations, all they had to do was collect the money and in a short time they were on 'easy street.' What do you know about those times?"

"Know about 'em," he snorted. "I've been an operator for fifteen years and I don't remember anything about 'em. Of course, I can remember when conditions were a lot better than they are today. But there never was a time when a fellow could afford to think only of his good locations. If I'm wrong, and there was such a time, operators of today had better forget about it, for those days are gone forever."

Scenting a story from his own experience, I asked: "Why, what is better than good locations?" "Maybe there isn't anything better," he replied, "But I am beginning to believe that there is something just as good, and that is good management."

"There are plenty of operators who have been spoiled by a few good locations. They see these few places bringing in good money. It's easy to take. So they get lazy, lay back comfortably, and pay no attention to their other locations."

"Let's figure it out. For every good location, there will be three which are not so good, and two others which are poor. The operator who is thinking only of his good locations is making each one of them carry the load of five poorer locations. Old Man Experience tells me they won't do it very long. Some day this operator will wake up and find his business in the red."

"What's the answer to that?" I asked.

Make Even Poor Locations Pay

He shot back this reply: "The answer is—make every location show a profit. Some are bound to show more than others, but if each is paying its own way, then the 'velvet' from good locations remains extra profits, and isn't frittered away as an offset to losses from other locations."

"Coin machine operating is a business, and like any other business it will not manage itself. You've got to run it, and not let it run you. A fellow has got to be smart enough to make even his poorest locations pay something. I think this is the biggest problem operators are facing today."

"If you are running a department store, and two or three departments were showing a big profit, and all the rest were showing a loss, how long would it be until you were out of business? You know that you would watch each department, and when any one of them began to show a loss, you would check up on it and get it back on an earning basis."

"Just consider each of your locations a department of your business. When the income from a location begins to fall off, try and locate the difficulty at once. See if the location owner has lost interest in the machine."



Edward E. Blake

He must always be a booster. Maybe you need to change to some other machine to keep up the interest of the players. See that the machine is operating smoothly. Don't let an out-of-date machine kill your business. Think out some way to restore the earning power of this location. What I am trying to say is that if you are a good manager you can do it.

"My idea is that a good manager can make a business pay in spite of 'hell, high water, and high taxes.'"

Plugging Up the Leaks

"I'll never forget the time I discovered that I not only had to watch the income, but also the outgo. My machines were doing pretty well, and yet I didn't seem to be making any money. I was doing a lot of work myself, and also had a service man. I was occupying a store building in the center of town, paying rent for it, not very much, but enough."

"After checking over things, I decided that neither of us were doing enough work. Our calls were costing too much. Our locations were too far apart. We didn't need the store."

"First(I built an addition to my garage on my home lot, sufficient for the storage of machines, and a work shop. That cut out the rent. Then my mechanic and myself spent two days a week looking for new locations, without extending our territory too much. Then we dug out some old machines, repaired them thoroughly, and placed them in locations along our regular route."

"At the end of three months we were operating 25 per cent more machines without any increase in our overhead. These added locations were not as good as our original ones, but the increase in income was 20 per cent, and I was making a real profit."

What About Diversification?

"In the course of revamping my business, the question of whether I should handle more than one type of machine came up. Originally, I had been handling only the regular slot machines. Every once in a while I would have a call for something else. These request I would turn down. But after I discovered the necessity of cutting the cost per call, I quit turning them down, and even started to hunting for locations for other type machines."

"At present my business is run on the basis of supplying any kind of machine which I think will prove profitable to the location owner and myself. And, believe me, I've been mighty glad of it many times, when things have happened to prevent the operation of my regular machines. Now I am operating slots, straight venders, scales, novelty machines, and in fact nearly everything."

"I do not say that diversification is best for every operator. Nor do I say that every operator will succeed along exactly the same lines as myself. I do think, however, we must forget what used to be, and build our businesses to meet conditions as they are today."

"Income per location, and income per machine, may never be as large as in the days that are gone. But what of it? Every other business is adapting itself to lower income and we must do the same. Make every location pay, make every machine pay, use your head, and

you can afford to forget about 'the good old days' if there were any."

Editor's Note—Mr. Blake was formerly with O. D. Jennings & Co., and recently was with the Rock-Ola Mfg. Co. He was editor of Tips and Topics for a number of years and helped to launch Coin and Slot, an attractive house organ of Rock-Ola. Mr. Blake will furnish AUTOMATIC WORLD with some good articles each month. Watch for them.—Editor.

MR. ROBBINS will personally attend the Exposition and will be glad to meet all customers and friends at Booth No. 7. He will give away free of charge to all customers a complete collection system, consisting of 50 collection cards and a leatherette case. These cards are used for keeping a record of income of machines. This collection system has proven valuable to hundreds of operators who are now using it.

Don't forget, Booth No. 7, Sherman Hotel, Chicago, Feb. 22, 23, 24 and 25th.



D. Robbins

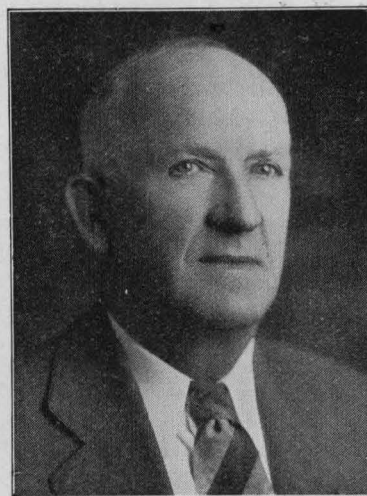
One Show

By G. E. NORRIS

TWO Shows again! That means only one half a show.

Operators, when spending their time and money for car fare, hotel bills, etc., would like to see all of the new machines that have been brought out during the past year. Also, they want to meet operators from other parts of the country so they can cuss and discuss these new machines and the manufacturers.

Operators cannot afford to spend their time and money to attend two shows. They have their favorite machines and manufacturers that they want to see but cannot see all of them unless they attend both shows. Most manufacturers, like the operators, will not spend the time and money for two exhibits.



G. E. Norris

I was informed that there would be only one show this year and it would be put on by the manufacturers. I believe that the manufacturers are the logical ones to put on the show. Furthermore, if the manufacturers insist on one show there will be ONLY one.

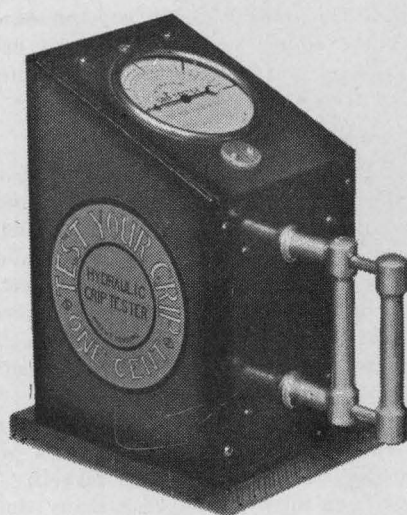
One big inducement for the operators to attend the show at the Sherman Hotel is a big feed and Whoopee Show FREE. Having been an operator myself and knowing a great many others personally I'm sure that the Eats and Show will be a big temptation.

My guess is that there will be just one big show next year, when the manufacturers and operators see the unnecessary time and money spent putting on two half shows to get one. For my part I don't care who puts on the show as long as there is only one.

As a rule, the manufacturers of vending machines are the most congenial bunch of fellows to be found in any industry. They believe in helping the other fellow (if it helps them). But that's just human nature. Every manufacturer with a new product is like a Mother with her baby—the others are all right but not quite as sweet and pretty as her own.

No use trying to draw a line between the legal and the illegal machines. There always has been gambling and always will be. You can gamble with anything. Insurance companies bet you for so much money you don't die. Is that illegal?

Let's get together, all the operators and manufacturers, shake hands with every one, even if you don't like some of them very well—they probably know it any way. Then, let's go home feeling that we have had a good time, have learned something worth while and can work hard for another twelve months until it's time for JUST ONE SHOW.



The New Hydraulic

GETS THE PENNIES

Money Back in Ten Days If Not Satisfied.

SAMPLE \$12.50

Weighs only 13 pounds.

MANUFACTURED BY

P. H. KENNEDY

WRIGHT CITY, MO.

The New Gem Scale

A new penny person weighing scale has made its appearance and is meeting the approval of every one who has examined and operated the scale. It is beautiful in appearance, compact in size and built sturdy.

This new GEM scale is the product of Mr. William H. Kleckner, of New York City. Mr. Kleckner was with the Columbia Scale Company for 29 years and one would travel far and wide trying to find a man who could build a scale better than Mr. Kleckner. He knows just what the operator needs, he knows the kind of scale is needed in every variety of location, he knows every trick and every sort of trouble a scale operator is confronted with. Therefore, Mr. Kleckner has constructed a scale with all this knowledge going into it, keeping, at all times, the operator in the front of the picture.

The scale is reasonably priced, both to distributors and operators. Distributors should get in touch with the William H. Kleckner, Inc., 79 East 130th Street, New York, N. Y., at once, asking for their Special Distributors Proposition. Operators should also write them at once and ask for full details and information on this new wonder in the scale field.

The GEM will not be exhibited at the Chicago show but they want every operator and jobber in America to get their prices and full information before buying scales from anybody. They say that you can not appreciate their offering until you see the scale, jump on it and give it a thorough trial.

See their full page message in this issue of the WORLD.

Cloth

Manufacturers, please be advised that the Saxton Woolen Corp., of Norwich, Conn., can supply you with various kinds of cloth used in your manufacturing activities. Mr. C. A. Saxton, the manager of this huge woolen enterprise is very familiar with the coin machine business and is capable of extending a co-operation to the trade that is worthwhile. Write them your wants.

Baker Machine & Plating Co., Inc.

The Baker Machine & Plating Company, Inc., of 330 Bryan Avenue, Fort Worth, Texas, is one of the South's best equipped machine plants. This firm is capable of turning out any kind of a job for the coin machine industry. They have been in close touch with the field for several years and are acquainted with both the manufacturer and operator's needs.

They are manufacturing a quality coin chute that is making a big hit with all who have used it. They will figure complete jobs or render any style service you desire. A plant for the SOUTH is the way Mr. Baker, the manager, puts it. "We are going to apply ourselves more extensively to the coin machine industry and invite all who could use our service to write or come to see us," continued Mr. Baker.

See their ad in this issue.

Legal Advice for Operators

Any legal advice you desire on questions confronting your coin machine business, ask us. We offer you this service free of any charges and will be glad to have you call upon us at any time.

THE AUTOMATIC WORLD.

Why Do Operators Fail

By M. T. DANIELS

NEARLY every week some one writes to me and asks, "Why do so many operators fail or discontinue?" That's a mighty hard question to answer in a general way. In the past eleven years there have been more than 200 operators that have either failed, discontinued or moved out of this territory and there are probably more than 100 different reasons.

Probably the most common reason for failure is **DIRTY MACHINES**. Who want to buy any kind of merchandise out of a dirty machine? Who even wants to play a dirty amusement machine? Next to dirty machines comes **INFERIOR MERCHANDISE**. I know a man that operates more than 300 ball gum machines, yet he told me a few days ago that he had not chewed a ball of gum for more than 3 years, and this same man wrote to one of the largest manufacturers of peanut machines and said he would like to have some more peanut machines, but that business was so poor he could not afford to buy any more machines for several months. Of course business is poor with him, how does he know what kind of gum he is putting in his machines? With 11 years experience operating ball gum machines and nine years operating peanut machines I have made it a custom to never put any kind of merchandise in these machines that I would not eat or chew myself.

Next comes the operator that everybody knows as **CYCLONE**. Just as soon as he has made his first visit he vanishes out of the picture in about 90 days. Then there is the fellow that has **such a good machine** that he can pay 35 per cent or even 50 per cent commission to the location, he usually lasts three or four months, before he gets wise to himself and finds out that his machines will be worn out some day and that he will be shy on funds to re-place them.

Two other kinds of operators that usually fail or discontinue are the ones that go out on their routes dressed like tramps with dirty hands and sometimes dirty faces and the ones that are just the opposite. These **HIGH-HAT** guys are just as **undesirable** and often **more offensive** to the merchant than the fellow that looks like a tramp.

Space does not permit me to tell all the reasons why operators failed, even if I knew, but why limit this **FAILURE** business to operators? Do you know of any kind of business that is **SURE-FIRE**? While 10 operators are going broke there are 30 groceries, 100 restaurants, 5 drug stores, 7 bakeries, 1 bank, 12 filling stations, 15 furniture stores, 17 print shops, 8 clothing stores, 1 coal yard, 1 picture show, 53 tourist camps, and 1 department store that have also **GONE BROKE**. Figure it out for yourself. Dollar for dollar (invested) don't you think the operating business is just about as good as anything you know of?

Some operators are continuously asking questions from other operators, but they will never offer any suggestions to another operator, and some won't even answer questions, truthfully, that other operators ask them. In other words there is entirely too much **JEALOUSY** among operators. Why not all **pull together** and see if we can't improve the operating business to such an extent that there will be fewer failures. Send in your ideas, they may help some new operator 1,000 miles from your town.

THE AUTOMATIC WORLD

Office 1328 East Richmond Ave.

Fort Worth, Texas

An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

TOM MURRAY.....Editor and Manager

Classified advertising in our Want Ad Section of opportunities costs 25c per line, count eight words to the line. Display advertising rates furnished on request.

Subscription Price.....\$1.00 the year; THREE years, \$2.00

Sworn Statement

We, the undersigned members of the Branch-Smith Publishers, of 120 St. Louis Avenue, Fort Worth, Texas, beg to state that we printed 3050 (Three thousand fifty) copies of THE AUTOMATIC WORLD, February, 1932, issue for Tom Murray, its publisher.

Signed,

AARON SMITH, President.

O. J. BRANCH, Bus. Manager.

JOE SMITH, Mechanic.

PAT SMITH, Pressman.

Before me, a notary public in and for Tarrant County, State of Texas, on this 28th day of January, A. D. 1932, personally appeared the persons whose names are subscribed to the foregoing instrument, and upon oath stated that the above statement is true and correct.

(Seal)

H. LEE JOHNSON.

Notary Public in and for Tarrant County, Texas.

EDITOR'S NOTE—For the benefit of all concerned we will publish a sworn statement in every issue of the WORLD from now on, regarding our circulation.

If you hear some fellow "knocking" the AUTOMATIC WORLD, nine to one you can bet your last dollar that he is some bird that we had a lot of trouble getting our money from, or who wanted the whole maza-zine for a song.

The AUTOMATIC WORLD has a firm circulation, our rates are very reasonable and we are in there to pitch. Advertisers, line up, get your head set forward, look into the future and march with a publication that is making strides and one that will repay you a thousand fold.

We Threw Life Into the Industry

Yes, we claim that we, the AUTOMATIC WORLD, have been the life of the party. Last April a year ago, we launched the AUTOMATIC WORLD. When it appeared everybody kinder took a long breath and said a lot of things to themselves. Some folks rushed to their closets and secured their little hammers and started knocking, but we have stayed right in there and cut the corners. Others co-operated with us and sent us

business. We are thankful to you all and we promise you right here and now that we are here to stay. We are not the kind that does not figure the cost of a thing before we jump in.

We have injected some life into the publishing business that deals with the coin machine industry.

Yes, we threw life into the industry from a standpoint of trade papers. WE ARE THE LIFE OF THE PARTY.

1932

By J. H. DENNARD

President Texas Coin Machine Operators' Association

WITH the ushering in of the new year it is apparent that the coin machine industry has weathered the depression period with flying colors. Business conditions, in general, are improving steadily with a most encouraging outlook for a prosperous and progressive year in evidence.

Executives of finance and commerce are advocating that we have reached the pinnacle of the commercial cycle, and that a period of national prosperity is being ushered in. The manufacturing interests in the coin machine field and the leading operating firms report satisfactory business for 1931. Optimism is prevalent everywhere.

The operators of coin controlled musical instruments, in general, have enjoyed a more substantial business than any other branch of the coin machine industry. Many things may be attributed to the success of the musical operating business, the chief factor of which is stability. Music has become a vital factor in the entertainment of the American public. The modern commercial phonograph is destined to become the nucleus of many progressive operating firms.

With the rapid strides and advances of manufacturing interests in the coin machine industry, particularly in the amusement field, the more progressive operating firms are destined to grow and prosper through diversification. The close co-operation of manufacturers with operating firms and individuals has strengthened the fiber of the industry. The low price of coin controlled constructions and the liberal finance plans offered have attracted new personalities and capital to the business.

Many new state associations have been organized, and a program of better understanding has been administered. Hence, more harmony is in evidence and fair competition is becoming more universal. The various state associations have awakened the members to the true status of their responsibilities, and, already, many things have been accomplished through collective efforts which helps our businesses singularly. Protective measures against unfair and unjust legislation, such as prohibitive taxation, are being more definitely incorporated into the activities of the various associations.

Through the assimilation of personal optimism, rigid economical operating plans and programs and the application of well directed efforts we will assuredly enjoy prosperity for 1932.

The High-Shot Amusement Table

Legal in Every Respect

New Improved and Entirely Automatic Feed and Shoot With One Operation

TEN SHOTS FOR 5c

**The 1932
Sensation**

High-Shot is the real "break" — for the operator looking for a fast money-maker, at an unheard-of low factory price.

High-Shot can be placed in the best drug stores, hotels, confectioneries, restaurants, diners, waiting rooms and etc.

Ask any Owner of a Pin Game, about the large receipts these machines are taking in.



The High - Shot Amusement Table is a beautiful ornament for any place of business as well as a money-maker, the very finest of material and workmanship are used in its manufacture and at a price that gives you a chance to make a big clean up. On a very small investment.

High-Shot is an interesting game for young and old alike. They never tire of playing and those nickels run into dollars mighty fast.

This game usually pays for itself the first week on location.

Price

\$37.50

Terms — \$20.00 Cash
with Order, Balance
C.O.D. All prices f.o.b.
Factory. Rush Us
Your Order.

Size 21½" wide, 39" long—Approx. Weight 60 Pounds

BUY DIRECT FROM FACTORY

High-Shot Manufacturing Co.

General Offices

1702-1703 Smith-Young Tower

San Antonio, Texas

MANUFACTURERS OF AUTOMATIC AMUSEMENT DEVICES

Billiomat is the Great Sensation of 1932

New Game of Skill

... and a money maker

THIS new game of skill gives players a thrill they never before experienced. It's a winner as a money-maker.

BILLIOMAT is entirely automatic. Three solid metal balls released to player when nickel is inserted in coin slot. Adjustable cue-plunger is aimed at ball by player. It takes skill to shoot ball to scoring pockets and avoid losing ball. Various billiard angles on field enable player to use bank shots, caroms, etc. Scoring balls are returned free until sewered in non-score pockets. It's a game you can't resist. Challenge to players' ability brings them back again and again to perfect their game and to win.

Good locations for BILLIOMAT are Waiting Rooms, Hotels, Restaurants, Drug Stores, Clubs, Bowling Alleys, Pool Parlors, Soft Drink places, Road Houses and many other paying locations.

BILLIOMAT is brilliantly colored in green, orange, red, yellow and white. Metal table is rich walnut finish. Requires no lighting or power attachment on location. It's a beauty to look at—and unequalled as a real money-maker. Built to last a lifetime.

See BILLIOMAT at
Convention
February 22nd
Sherman Hotel, Chicago

TERMS

One-third cash with order; balance C.O.D.
F.O.B. Buffalo, New York.

Unless fully satisfactory, BILLIOMAT may be returned within ten days, prepaid and full purchase price will be refunded.

Should you purchase less than 26 BILLIOMAT tables and later bring your total up to 26 or more within 90 days, a straight price of \$50 each will be charged on all, and the difference in price will be promptly refunded to you.

These Terms Apply to Everyone, Alike. No Other Propositions Considered. No Agents Wanted. No Inquiries will be Answered.

SEND YOUR ORDER NOW.

Canadian orders will be filled from:
90 Wellington Street West, Toronto, Ontario.



Absolutely
Protected
Copyrighted
Patent Pending

Beware of
Infringement

HOW BILLIOMAT IS BUILT

Solid steel cabinet, 18 inches wide, 30 inches long, and 11½ high; legs 30 inches high; total height of cabinet set up, 41½ inches high; cabinet finished in rich walnut color; total weight 68 pounds; shipping weight, 77 pounds. Playing field is solid metal, covered with clear crystal glass top, quarter of an inch thick. Equipped with special slug-proof coin box; capacity \$200.00; special pick-proof lock; box is not visible to the public. BILLIOMAT comes to you ready for play by simply attaching legs which is done in a few minutes. Sturdy and simple construction; nothing to get out of order.

A BIG VALUE—PRICED RIGHT!

From 1 to 5 Billiomat Tables.....	\$60.00 Each
From 6 to 10 Billiomat Tables.....	\$57.50 Each
From 11 to 25 Billiomat Tables.....	\$55.00 Each
From 26 or more Billiomat Tables.....	\$50.00 Each

Coinomatic Corporation

39 CARROLL STREET

BUFFALO, N. Y.

and now we offer you more
for less money!

FOUR EXTRA FRONTS

With The

Barnyard Golf

Making FIVE Machines in ONE!

Write, Wire or Phone to Your Nearest
Jobber for Our

New Reduced Prices

By adding three MORE extra fronts to our regular Barnyard Golf-Play Poker Machine, and reducing the price to nearly HALF, we are offering the operator the best buy in the country today.

Every one of the new fronts is a money-getter—Black Jack, Pole-Vault, and Horse Shoes. Then, too, the operator can always use both the Barnyard Golf and Play Poker fronts profitably.

While others are offering cheaply made machines, we are now going to sell the well-known Barnyard Golf with FOUR extra fronts AT A PRICE THAT WILL MEET AND BEAT ALL COMPETITION!

We do not publish this price—it is of interest only to real, wide-awake operators. You men who ARE on the lookout for opportunities to clean up on a PROVEN MONEY MAKER—GET THIS NEW LOW PRICE!



Size:

9 in. Deep
16 in. High
Weight 12 Lbs.

PEO MANUFACTURING CORP.

Chicago Office
4332 W. Harrison St.
CHICAGO, ILLINOIS

448 Avenue A, Dept. W
ROCHESTER, NEW YORK
(ORDER DIRECT OR FROM YOUR JOBBER)

New York Office
1123 Broadway
NEW YORK CITY

We'll Be at the Show—Booth 25, Sherman Hotel, Feb. 22, 23, 24, 25

A New Wrinkle In Scales

By WALTER MILLSAP

WELL, a man has "bit" a dog. That may not mean much to coin machine men, but it is an old gag around newspaper offices, and the story goes like this: An editor was instructing a cub reporter about what to bring in for news and illustrated his point by saying that if a dog bites a man, it is a common, everyday occurrence that has little value; but if a man bites a dog, that's News.



Walter Millsap

Now it so happens that a man has built a penny scale with a platform only an inch and a quarter high. That's news in the scale world. It is the most radical departure in scale design in about one hundred and four years.

C. Owen Ross is the man who did it. Mr. Ross was living in Chicago back when the war started, and he enlisted in the Air Service. In the course of events he was sent to California, and the scene of his activity was Mather Field at Sacramento, where he had charge of

assembling ships at Hanger No. 11. He is a mechanical genius, and I seem to get along beautifully with mechanical geniuses.

Well, Ross came to San Francisco and drove a "jitney bus" for awhile. Then he worked for Wm. Wrigley, selling chewing gum. You have heard of Wrigley. If not, it is no fault of his. Ross invented a display case for Wrigley's gum, and drifted into the coin-machine game. He is not the only one that arrived by the gum route.

You cannot keep an inventor interested with gum, however, and Ross got a garage and set up a work bench and began to experiment. He acquired ten scales and operated them, first, because pennies are real money, and second, because he got interested in studying what happened.

He became associated with another man and helped finance the purchase of a lot of German scales, and things looked fine till the "bugs" began to show. They were German "bugs" at that, and Ross lost a lot of good United States money on them. Then he "revamped" two hundred and twenty of them that had been purchased by a prominent operator here in Los Angeles, and they are giving good service yet.

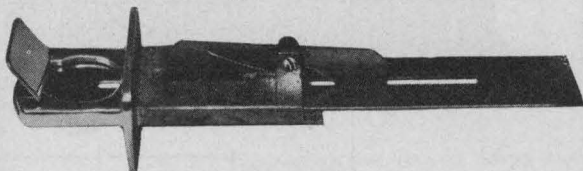
The German firm made a proposition to pay royalty, but the representative, according to Ross, bought one of his improved scales from another man, took it to Germany and then they did not pay Ross any royalty. However, he kept on operating, and one day he lost a darn good location because an old lady was coming down the sidewalk carrying the week's supply of groceries, amongst which was a bag of eggs. She did not see the platform of Ross's scale and stumbled over it. The eggs were smeared all over her and on the sidewalk. She hurt her knee, and the devil was to pay all around.

A few more experiences such as that and, being ordered to move scales because they were an obstruction on the sidewalk, started Ross to figuring out a way to eliminate platforms. He reasoned that if a platform was only an inch and a quarter high and tapered to nothing at the edge, there could be no stumbling over it; so he figured out a way to make a scale with flat feet,

(Continued on Page 19)

Coin Chutes

Penny and Nickel



Positive "PUSHOUT" trigger coin chute. Prices delivered, penny, \$1.35, nickel, \$1.90. We are equipped for large quantity orders. Place your order now.

We Manufacture to Order—

Ball lifters and plungers ready to assemble in Marble Pin Games. We make a famous Marble Machine that can't be beat. Ask for our prices. Dies, Metal Stamping, Patents and Models Perfected, Brass and Aluminum Castings.

We specialize in Bronze Tablets for Grave Markers.

Write Us Your Wants.

Baker Machine & Plating Co., Inc.

330 Bryan Ave. Fort Worth, Texas
Phone 3-2013

WE CARRY IN STOCK

Pulver Gum, American Maid Gum, Chiclé Maid 3-4 inch ball gum, Five Star ball gum, Superior mints, Marbles, Peanuts roasted after order is received, this guarantees you fresh peanuts, roasted in Nucoline oil and powdered or fine salt used. Folding stands, Columbus machines and parts, Pulver, Accurate cigarette machines, Fields and many other machines and products. Write us for prices. Prompt delivery.

F.C.Ewing Company

WE ARE NOT OPERATORS BUT DISTRIBUTORS OF
Coin Operated Merchandising and Amusement Machines

116 E. 15th Street P. O. Box 832 Fort Worth, Texas

YOUR VISIT . . .

To the Exposition Will Not Be Complete
Unless You Call at Booth No. 7 and See the

EMPIRE VENDOR

"Built for Operators Who Want the Best"

thus revolutionizing scale design. He got rid of all of the levers under the platform, thus doing away with rusting and dirt. He claims that his scale could stand in six inches of water and work perfectly for years, providing the patrons had rubber boots, as one and one-quarter inches of water will completely cover the platform.

Mr. Ross has made no attempt to build a cheap scale. He figures that scales are a permanent investment, and it pays best to buy good ones on the start. His dial is higher than most, because he has found that people will not bend over and use a microscope if they can have the dial in correct reading position. There are a lot of other clever features, all that any modern scale has.

Mr. Ross freely acknowledges the help and advice of Harry J. Riehl of Fairbanks-Morse & Co., and also John Rollins who owns a fine machine shop for developing inventions out in the new industrial district, east of Los Angeles at 3668 Union Pacific Avenue. Mr. Rollins is a Swiss mechanic who received his training at Zoug, Switzerland, and he can make Swiss watches as well as scale parts, movie camera parts, or anything at all.

Mr. Ross rents part of the Rollins Mfg. Co. building, and the C. Owen Ross Mfg. Co. will begin production of the new scale there at once.

THE Superior Mint Company, of Columbus, Ohio, are rated among the live wire manufacturers of the industry. Mr. G. W. Snyder is owner and president of the firm. They manufacture various types of vending and amusement machines such as Front Mint Venders, Baseball Mint Venders, Jack Pot Mint Venders, all of the bell type.

They also make a Ball Gum Machine equipped with three reels that can operate with a penny, nickel, dime or quarter. Also manufacture Steel Stands, 1c and 5c Play Pool Tables, Pin Board Marble Machine 5c play. They are also rated as the fourth largest manufacturers of Candy Mints in the United States.



G. W. Snyder

While the big Chicago show is under way the entire force of the AUTOMATIC WORLD is working overtime on one of the biggest and most extensive subscription mail campaigns ever put on. Nothing can stop us from making the greatest and most tremendous subscription growth during the next sixty days, that has ever been heard of. Let's go!

Meet J. W. Kline

We want all our readers to meet Mr. J. W. Kline, a distributor of Chattanooga, Tennessee. Let's all give him a big hand, and say welcome!

Mr. Kline is another clean-cut distributor that is now active in our growing industry. As time goes on we all notice a steady growth for the betterment and with this betterment there comes into the coin operated machine field good, sound business men like Mr. Kline.

Right now Mr. Kline is very active distributing various machines, especially the HI-LOW game manufactured by the Dallas Novelty Company, of Dallas, Texas. Each month, through their full page ad and our news columns, the Dallas Novelty Company, will introduce their distributors, and this issue we are all taking our hats off to Mr. Kline, the hustling Chattanooga, distributor.

Mr. Kline is the sort of man you can put confidence in, can depend upon his word and his offerings. No doubt, his cooperation will be highly appreciated by the operators of the great East and Southeast.

The AUTOMATIC WORLD is happy to join all others in extending Mr. Kline a hearty welcome.

MILLS COIN MACHINES WON'T BE BOTHERED BY PEACE OFFICERS IN FUTURE

Orders to police not to bother Mills coin machines and O. K. mint vending machines were made by Chief O. W. Wilson Monday after Frank Boone, deputy United States marshal, informed the department that Judge John Pollock had made permanent a restraining order against officials confiscating the property.

The same orders to police from the government were handed to members of the sheriff's force and to George Adams, county attorney.

Police occasionally had grabbed such machines on the theory they were being used as gambling devices but lately had not been active against the machines. There are not as many now in Wichita as has been the case at times in the past. The company, to protect the machines from seizure by officers, applied to the federal courts for the restraining order.—From Wichita Eagle, Wichita, Kansas, Jan. 5, 1932.

WONDER IF THEY ARE VENDED BY COIN MACHINE

PARIS—Wooden ties are the latest economy note in masculine styles. They are cut in bow design of pine wood lacquered black or brown and fastened to the collar by a novelty clip.

They are a favorite with the garçons who serve coffee and drinks in boulevard cafes.

YOUR VISIT . . .

To the Exposition Will Not Be Complete

Unless You Call at Booth No. 7 and See the

EMPIRE VENDOR

"Built for Operators Who Want the Best"

Salted Spanish Peanuts

Salted Jumbo Peanuts

All kinds of salted nuts

Full Line Nutmeats Get Our Price List
and Samples

Becker Food Products Co., Inc.

**Nut Specialists
HOBOKEN, N. J.**

DIGNITY - BEA

THE CALCUTTA POCKET BILL

READ CAREFULLY! Insure the Permanency of Your Income by Operating The Aristocrat Table.

:-: A Profit for Every Hour in the

No Speculating—No Chance Taking—Not a Gamble—Thorough Tests in Every Locality Prove Conclusively that Operating \$10.00 to \$25.00 per week for each table—Now just think what profit it would mean to you if you were operating say ten tables your net profits would run from \$240.00 to \$500.00 weekly—And remember all of this on a very small investment. ARISTOCRAT Tables are properly placed they require very little attention—Only to collect the money daily or weekly as you

ARISTOCRAT TABLES TRULY JUSTIFY THEIR

THE ARISTOCRAT TABLE IS AN AMUSEMENT MACHINE OFFERING GOOD CLEAN, WHOLESOME

A Modern Adaptation of An Age Old Game Famous for Its Unique Entertainment Value

ARISTOCRAT, with its beautiful walnut-finish cabinet, its rich green playing area, its glistening metallic appointments plus the ten perfect playing balls, exerts a captivating influence practically impossible to resist. Every shot should add to the player's score no matter how faulty his skill and luck; a feature which guarantees maximum enjoyment always.

Never a Greater Entertainment Value

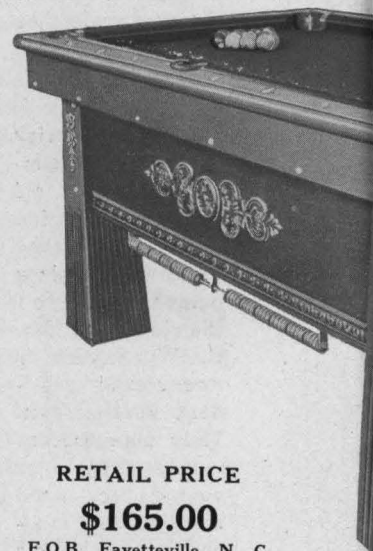
In this day when competition for public favor is so intense, ARISTOCRAT is being greeted with instant approval by alert proprietors everywhere. Its highly artistic appearance qualifies it for the most refined surroundings, and unfailingly attracts the most desirable patronage.

One would instinctively classify ARISTOCRAT as an amusement feature demanding at least a ten-cent playing fee. Yet, the entire ten balls are played for five cents. A remarkable entertainment value never before equalled. This ARISTOCRAT makes a double appeal which stimulates earnings to a degree heretofore considered impossible to attain.

Appealing to the Public's Universal Love for Clean Sport

Wherever you see the ARISTOCRAT you witness a surprising demonstration of the Public's love for clean sport . . . for competitive recreation based on the combining of skill and science . . . for moments of complete relaxation . . . for freedom from the nerve-tiring responsibilities of modern living.

The appreciation of the public for scientific design and construction in a wholesome and entertaining amusement device is exemplified in the ARISTOCRAT. The endorsement of their approval is reflected and confirmed by the ever increasing patronage given this table. TRULY the ARISTOCRAT fulfills all demands of the public. Now as never before it requires rare choice in selecting equipment.



RETAIL PRICE

\$165.00

F.O.B. Fayetteville, N. C.

Operators

Sample	\$135.00
Lots of 3	\$130.00
Lots of 5	\$127.50

If desired table will be equipped with felt for an additional cost of only \$3.50.

Terms: One-third cash—Balance
In re-ordering in any of the above quantities, the difference between that lot and the same quantity, placing your quantity order.

SPECIAL DESIGNED COIN ACCEPTOR
Overall dimensions: Height, 33". Length, 35" by 65". Actual playing surface, 30" by 60". Complete shipping weight, 325 lbs. Each table comes in a sturdy wooden box. Vender coin counters are standard.

THE VENDING MACHINE
Distributors-Operators

205-11 FRANKLIN ST.

UTY - QUALITY

ARISTOCRAT

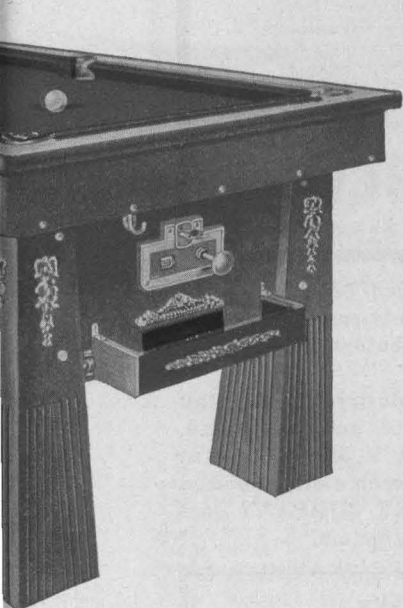
LIARD TABLE

A Combination of Wholesome Recreation and Skill; Fascinating in Its Appeal to Young and Old
—A Popular Public Attraction Anywhere.

Day and for Every Day in the Year :-:

ARISTOCRAT Tables is a "Commercial Gold Mine." Testimonials of ARISTOCRAT Operators show their net profit to be tables in your locality—You would be making a net profit weekly of \$120.00 to \$250.00—and if you were operating twenty at and very little time, for operators of ARISTOCRAT Tables can still retain their present employment—For when ARIS- choose.

BEING CALLED THE "ACE OF INDOOR GAMES"
SPORT AND AMUSEMENT AND ENABLES ONE TO EXERCISE AND PERFECT HIS OR HER OWN SKILL



Construction

ARISTOCRAT Tables are superbly constructed. The top or playing space is of the finest (5) five-ply veneer obtainable.

The legs are made of the very best of material and assembled according to the latest known methods, which insure a permanent and satisfactory support. The fluting gives it distinctiveness only found in the ARISTOCRAT.

Each leg is equipped with a special leveling device, concealed in lower portion of leg, and is used only for uneven floors. Leveling of table is easily done by hand.

THE ARISTOCRAT is not made but MANUFACTURING throughout with the utmost precision, and is a finished product within as well as without.

The TRAP used is one which we have found from experience and experimenting to be the most satisfactory and trouble free. Instantaneous delivery of balls with an unusually fast cue ball return. The ARISTOCRAT trap is constructed for either ten or fifteen ball capacity, and operates equally as efficient on either.

The pockets on the ARISTOCRAT are scientifically designed for accurate play. Expert pool players can use their skill on the ARISTOCRAT the same as on a regulation table. Everything is built true to scale. The coin mechanism and ball delivery of the ARISTOCRAT is years ahead of anything offered in miniature pool tables. The entrance slot does not deliver the balls, it serving only to accept or reject the coin. The plunger located just below slot operates trap mechanism and positively cannot be operated unless slot accepts coin. OPERATORS! Think what this means, no more free games.

All metal parts are highly nickel plated.

Table is covered with rubber-back billiard cloth. Table has hinged top for quick accessibility. Locked down with two special constructed Yale locks.

Equipment

Ten genuine HYATT balls 2 inches in diameter, numbered both sides. One 2 1-8 inch white cue ball (all balls best grade lathe trued-permanent numbers).

High quality maple ball rack, natural finish.

Standard size score buttons mounted on nickel plated rods.

Cushions constructed of best grade live rubber, large size standard design.

Four 52-inch genuine four prong walnut butt cue sticks with rubber cushioned butts.

Each table comes equipped with one dozen cue tips, tip clamp, cement, and chalk.

Quantity Prices

Lots of 10	\$122.50
Lots of 15	\$117.50
Lots of 25	\$112.50

(15) balls and one 10 and one 15 ball rack

O. D.-F. O. B., Fayetteville, N. C.
ty lots we will allow you a rebate of the table; which rebate you may deduct when

BALL DELIVERY MECHANISM
of top, 71". Width of top, 41". Floor space between rubber cushions, 30" by 60". Com- is shipped complete in a compact packing ipment.

You Can Do What Others Can Do!

Whether you are an experienced operator, or a beginner wise to the ways of money-making, we respectfully suggest ACTION. We are willing to give EXCLUSIVE territory and your prompt response with an order will enable us to go into this matter with you. It is a foregone conclusion that some one in your territory will GRAB this opportunity—and, naturally, with us, it is "first come, first served."

We think you MUST be convinced that the ARISTOCRAT is a SURE MONEY-MAKER. Therefore we respectfully ask you to consider that OTHERS will think so too. Opportunity, REAL opportunity, doesn't knock any too often on any man's door. You simply can't lose; for ANY WAY YOU FIGURE IT, the ARISTOCRAT will speedily pay for itself. The only question is whether you make 500 per cent profit, or 1000 per cent profit the first year. So ACTION COUNTS. Sign on the old dotted line and start making money now.

ACHINE COMPANY

s of Aristocrat Tables

FAYETTEVILLE, N. C.

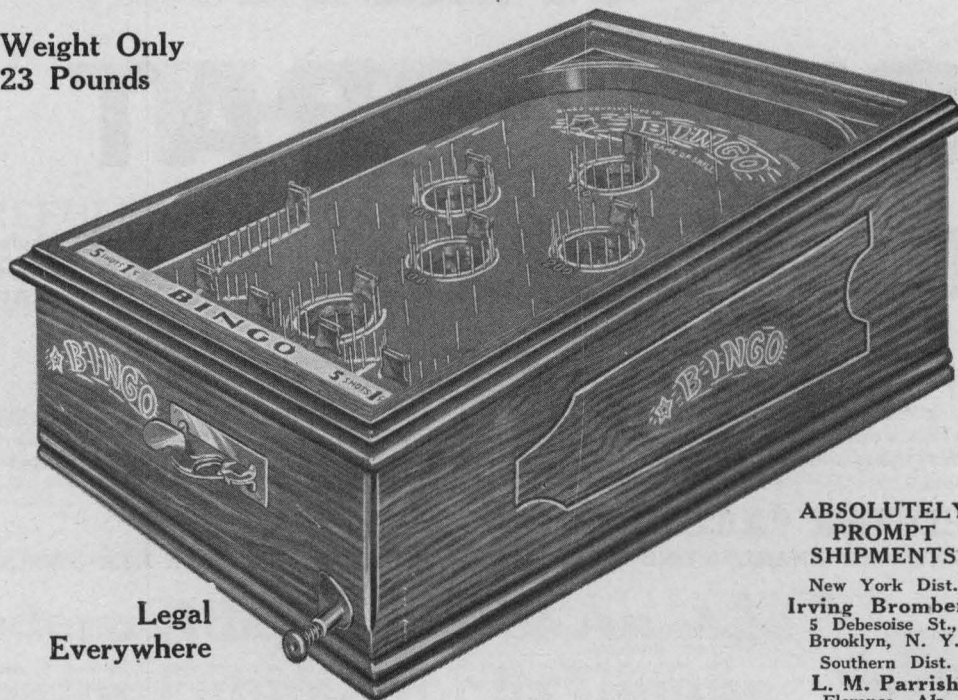
"BINGO"---- A Real Game of Skill

Five Plays
1c or Ten
Plays 5c
Unsurpassed
in
Appearance

A Great
Value at a
Low Price
Takes in
Cost First
Week

Weight Only
23 Pounds

Legal
Everywhere



**ABSOLUTELY
PROMPT
SHIPMENTS**

New York Dist.
Irving Bromberg
5 Debesoise St.,
Brooklyn, N. Y.
Southern Dist.
L. M. Parrish
Florence, Ala.

BINGO NOVELTY MANUFACTURING CO.

Manufacturers of Coin Controlled Machines

2240 Ogden Ave., Chicago, Ill.

The Vending Machine Co.

THE Vending Machine Company, of Fayetteville, N. C., as every one of the industry knows, is the South's largest distributors for the world's leading manufacturers of coin operated devices.

This firm is headed by the distinguished Joe Calcutt, a man who is far-sighted in visioning the needs of all operators. He deals square and renders a service to all operators that help them to succeed. We have never heard a single "knock" against the Vending Machine Company, of Fayetteville, N. C., or Joe Calcutt, its leader. They handle only goods of merit, and any machine or product that will not stand the "acid test" is never offered operators by Mr. Calcutt.

The firm is one of the most reliable and responsible now doing business upon American soil. His huge place



Joe Calcutt

in Fayetteville is the distributing hub of the entire South and more machines and products pass through his place than, no doubt, all other distributors of the South combined.

Always among every kind of industry, some stay while others go, some partly succeed and others fail. But while all this is going on there is always a scant few that rise above all others and become distinguished leaders. To the VENDING MACHINE COMPANY goes this golden crown of outstanding distinction.

—IF YOU WANT TO SEE—

The Greatest Pin Target Value Ever Offered to Operators
See D. Robbins & Co.'s

Miniature Golf and Football Gum Vendor

At Booth No. 7, Sherman Hotel Exposition

Marbles, Marbles, Marbles, Marbles

We have a very large stock on hand and can make prompt shipments. They are the right size to use in ball gum machines. \$2.50 and \$2.60 per thousand; 10 per cent discount in lots of 5,000 or more. Filmoscope Basket Ball Machines \$35.00 each; Buster Ball Machines \$11.85 each.

M. T. DANIELS

1027 University Ave.

Wichita Kansas

Unmatched Beauty Service Quality



MODEL NO. 1

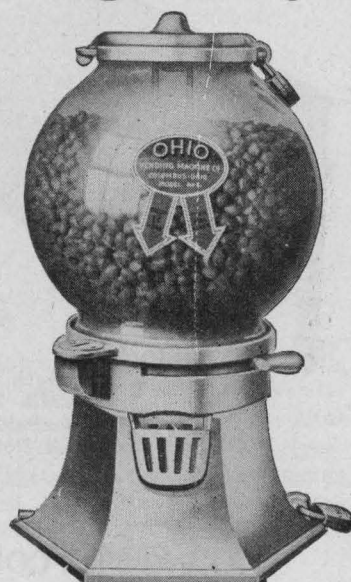
The Ohio Models 1 and 2 are made of cast iron enameled red. Also furnished in cast aluminum highly polished. Mechanism is constructed of aluminum, thereby being rust-proof and will withstand severe use.

Machines can be taken apart without disturbing the merchandise in the globe.

We invite comparison of our machines in quality, workmanship, appearance and serviceability, with that produced by any other firm, no matter how highly advertised or how expensive it may be.

It will convincingly prove that we are offering high-quality, plus service at prices that insure greater savings.

ORDER TODAY—DON'T DELAY



MODEL NO. 2

Ohio Vending Machine Co.
715 Gustavus Lane COLUMBUS, OHIO, U. S. A.

OUCH!

When you change from Ball Gum to Marbles, always place a sticker stating that this machine contains "Marbles." It's just too tough if a fellow clamps down on a hard marble, breaks a couple of good tusks, and then files a claim against the city, county, state, location owner, operator, manufacturer, master mechanic and the general public. Paste this picture over your desk where you can see it.



W. C. Steel Ball Table Company Goes Into Bankruptcy

On December 31, 1932, the W. C. Steel Ball Table Company, of 110 South Sylvania Ave., Fort Worth, Texas, was duly adjudged bankrupt. The firm was a partnership enterprise composed of C. G. Collins and E. R. Walker. They manufactured coin machines of various types and at one time they were considered the largest manufacturers of Miniature Pool Tables in the South.

C. P. CORWIN

Mr. C. P. Corwin, a live-wire South Texas operator called at our office a few days ago. We enjoyed his visit and wished it could have lasted longer. Mr. Corwin stated that business in his section was all okay. Said he had to work a little harder and keep a few more machines working but as a whole he had no particular kick to register. Mr. Corwin is the type of operator that the industry needs. Come see us again.

MAKE YOUR AD
SELL
with engravings by the
TERRE HAUTE ENGRAVING CO.
Terre Haute, IND.

BE SURE TO SEE . . .

THE "SCOOP" . . .

At Booth No. 7, Sherman Hotel, Chicago, Exposition
ASK FOR NEW LOW PRICES

D. Robbins & Company

1141 W. DeKalb Ave.

Brooklyn, N. Y.

G. M. HUNT

G. M. Hunt, of the Norris Mig. Company, of Columbus, Ohio, sure knows his advertising copy. Mr. Hunt has been sending in some mighty good lay-outs lately.

INTO LARGER QUARTERS

Independent Sales Company, of Philadelphia, have just moved into larger quarters at 247 N. 12th Street.

SOLD UNDER THE HAMMER

On Tuesday, January 5th, the plant, equipment and all goods owned by the Mint Gum Co., 250 West Street, New York, N. Y., was sold under the auctioneers hammer in connection with a general assignment made by the Mint Gum Co., for the benefit of its creditors, according to reliable reports reaching this office.

WINNERS ON PARADE

At Lowest Prices and Quickest Deliveries



Length 34 in.
Width 20 in.
Detachable Legs
and Portable

BAFFLE BALL SR. SAMPLE \$42.50

Lots of 5, \$40.00—Lots of 10, \$37.50

Never before has such a knockout price been offered in a large size 5c table. A finished product for the select location.

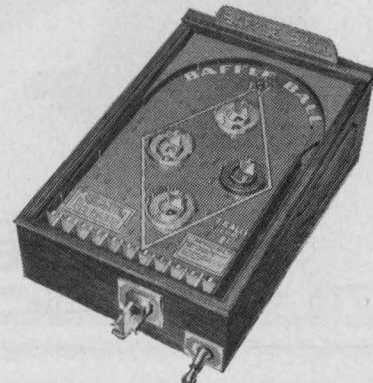
TAKING THE COUNTRY BY STORM!!!

BAFFLE BALL!

The Biggest Amusement Value Ever Offered in Coin-Machine History

Built for Lifetime, No-Cost Service

TRIAL MACHINE only \$19.50!
LOTS OF 5, only \$18.50 Each!
LOTS OF 10, only \$17.50 Each!
Special Steel Stand, \$2.50!



Weight Only 24 lbs.

Wait no longer. Here it is. The opportunity you have been looking for—A MASTER PROFIT MAKER that sustains its earnings indefinitely. Legal anywhere. 7 plays for 1c. Defies competition. Tried, tested; proved the record breaker of all time. Colorful, substantial; a Trojan for punishment. Backed by a shock-proof trial GUARANTEE. Will open hundreds of new locations for you. **PAYS FOR ITSELF FIRST WEEK-END.** Delay is fatal. **ACT NOW!**

BINGO PLANET BALL AND THE GOLDEN COMET! Sample, \$16.50; Lots of 10, \$15; Lots of 25, \$14; Lots of 50, \$13; Lots of 100, \$12. Stands for machines, \$2.50.

BUSTER BALL—Only Counter size Pinboard machine made.

Sample, \$13.50; lots of 5, \$12.50; lots of 10, \$12.00; lots of 25, \$11.00.

KENTUCKY BERBY HORSE RACING MACHINE—8 galloping aluminum capsules, giving the most realistic horse racer ever built. Plentifully decorated cabinet. Sample machine, including stand, \$38.50. It's brand new and it's hot for that select location.

BABY JACKS—Sample, \$16.50. Ding the Dinger, \$19.50. 6-in-1 Poker, \$12.50. Write for circulars and get on our mailing list now.

SHOCK PROOF GUARANTEE

Order your trial machine of each kind today, while your territory is still WIDE OPEN. Demonstrate that they are winners to your own satisfaction for seven days after delivery. If for ANY reason you wish to return your first machine of either kind before the seven days expire, ship it back express prepaid and we will promptly refund the ENTIRE PURCHASE PRICE! You are the sole judge. No questions asked. **COULD WORDS SAY MORE!**

SOUTHERN, SOUTHEASTERN, SOUTHWESTERN and CENTRAL Operators are saving hundreds of dollars in express and securing quicker shipments by ordering from our immense stock of all worth-while coin operated machines at our guaranteed lowest prices. **TERMS**—One-third cash balance C. O. D. until we know you and then we will ship the full amount C. O. D.

AUTOMATIC AMUSEMENT CO.

683 Linden Ave.

Memphis, Tenn.

MARBLE TABLES

The Best Made—Nickel Play, Ten Balls 5c—Super - Construction—Attractive Appearance — Perfect Mechanism— A-B-T Coin Chute, Regular Size—Superior Workmanship Throughout

Before You Buy Marble Tables Get Our Prices and Full Information

We Offer For Sale

Mills Front Vender Jackpots, genuine Mills attachments serial 180,000 to 200,000, \$50.00; Mills Front Venders, \$22.50; Mills Baseball Front Venders, serial 249,000, \$45.00; Mills Front Vender Jackpots, serial 242,000 to 270,000, \$57.50; Mills Side Vender Jackpots, a real buy, \$30.00; Mills 10c Front Venders, \$35.00; equipped with genuine Mills Jackpots, \$55.00; Jennings To-Day Venders, serial 5,400 to 8,900, \$17.50; equipped with genuine Jennings Jackpots, \$35.00; Jennings penny Pin Targets, \$5.00; A. B. T. Billiard Skill, small size with steel stand, \$12.50. Every machine guaranteed to look and operate like new. Mints, stands, parts, checks, etc. Terms: One-third with order, balance C. O. D.

TEXAS COIN MACHINE COMPANY

1712 Eighth Ave.

Fort Worth, Texas

PISTACHIOS GAINING MOMENTUM

Despite the usual seasonal retard in sales of most vending machine products during the mid-winter months Pistachios seem to be more than holding their own.

According to Zenobia Co. of New York City, their White Roasted and Salted Pistachios have won the permanent favor of vending machine patrons. As a result of which the nuts are being dispensed in surprisingly growing volume. Considering that the sale of Pistachios through the automatic merchandising industry is practically still in its infancy, their wide and increasing popularity is particularly gratifying.

Apparently it is only a matter of time before every fair-sized village, town and city in the country will have Pistachio machines to appease the appetite of the countless people who so much enjoy eating these delicious nuts.

The real BIG season for Pistachios starts in about 6-8 weeks. Wise experienced operators know that at that time the choicest locations will be scarce. Therefore they are setting up Pistachio machines all around NOW—in the best spots—so as to be ready to cash in on the big season just ahead.

Everyone having relations with the nut industry immediately associates Pistachios with Zenobia Co. This house claims the distinction of being known as "Pistachio headquarters in America—the logical place to buy them."

E. L. WITT

Mr. E. L. Witt, a new operator of Oklahoma, visited our office a few days ago. Mr. Witt was scouting around, just looking things over in general. He has an ad in classified section and wants to buy used machines. Come again Mr. Witt, and thanks for the subscription.

—IF YOU WANT TO SEE—

The Greatest Pin Target Value Ever Offered to Operators
See D. Robbins & Co.'s

Miniature Golf and Football Gum Vendor
At Booth No. 7, Sherman Hotel Exposition

ANOTHER DISTRIBUTING FIRM FOR BROOKLYN

The Modern Vending Company, of Brooklyn, N. Y., is now settled in their new quarters and are now ready to do business. The WORLD received the following letter from Mr. Nat Cohn, one of the firm's leaders.

"Having been a subscriber to the *Automatic World* for the past two years and appreciating your wide circulation I shall ask you to kindly insert the following announcement:

"The Vending Company has been established at 368 South First Street, Brooklyn, New York, by N. Cohn and M. Tarrow, distributors of wide repute.

"Our new modern office is equipped with both sales and repair rooms that enable and facilitate perfect distribution.

"All catalogues and particulars of coin operated devices will be appreciated and given immediate attention."

NEW DETECTOR COMING

Word reaches us from Los Angeles, California, that the new "Fowler Token Detector" will soon be offered to the industry. This detector has been perfected by experienced men and it is said to be a mighty good detector and one that can be sold within reason. Watch this journal for future announcements on this new offering.

LET'S GO!

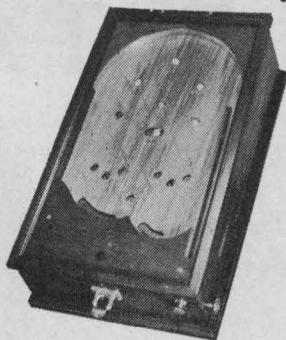
Off for the big coin machine exhibition and operators gathering at the Sherman Hotel, Chicago, Ill., February 22, 23, 24 and 24. See that smile and look at the "pep." Well, you'll come back home with just as much vim, vigor and pep as you left with, or maybe a little more. Let's go!



7-UP- For Amusement Only -7-UP

A Money Getter

7-Up is only 12 inches shorter than the large five-cent machines, and has all the features and ball control of the large machines. Single ball delivery—two free play pockets—seven balls—for one cent.



Size—Width 15½ in.
Height, front 6¼ in.
Height, back, 8 in.
Length, 26 in.
Shipping weight 30 lbs.

Prices

Sample machine \$19.50—lots 5, \$18; lots 10 or over, \$16.50. Your invoice on your first machine is good for \$1.50 on 5 machines, and \$3.00 on 10 machines. Terms: One-third deposit, balance C. O. D. f. o. b. Fort Worth.

F. C. EWING COMPANY

116 E. 15th St.

P. O. Box 832

Phone 2-5288

Fort Worth, Texas

All Aboard for the Big Show

Time—February 22, 23, 24, 25, 1932.

Place—Sherman Hotel, Chicago, Ill.

During the last few years, the Coin Machine Industry has been subject to many important and revolutionary developments. Yet, what has taken place in the past is only an indication of what the future holds in store. The future is bright . . . much brighter than you probably think.

During the next few years, the art of coin-machine design and construction will prompt the utmost in inventive skill. Each month sees new ideas transformed into supreme profit-making opportunities. Things are happening fast. You owe it to yourself to keep informed!

During the four days of the Coin Machine Exposition in Chicago, you will learn more about this rapidly progressing industry, and how it can make more money for you, than would be possible through a whole year of casual reading and observation.

Advance Showing of Many New Machines

The leading manufacturers of the industry will place on display FOR THE FIRST TIME brand new types and styles of both vending and skill-and-amusement machines; a startling feature of this EXPOSITION. Be the first to inspect these new PROFIT MAKERS. This is YOUR BIG OPPORTUNITY to meet the manufacturers face to face . . . YOUR CHANCE TO BECOME an authorized distributor for the newest and most valuable coin-machine features.

Half-Price Return Fare

When purchasing your railroad transportation, do not neglect to ask for your certificate which entitles you to HALF-FARE rates on your return trip. This means a substantial saving.

Don't fail to come! Make your definite plans now.

Banquet and Entertainment

No funds will be reserved in the treasury. Every

cent of revenue from the exhibits will be SPENT FOR HOSPITALITY.

The finest banquet and entertainment you have ever seen awaits you—a five-dollar events for only ONE DOLLAR! The treasury will pay the difference. That's one of the many advantages of attending the MANUFACTURERS' SHOW. WILL YOU be there? SURE YOU WILL!

Following Firms Have Contracted for Exhibit Space

THE AUTOMATIC WORLD, Fort Worth, Booth No. 51; Western Piano Co., Chicago, Booth No. 1; Northwestern Corporation, Morris, Ill., Booth No. 2; D Gottlieb & Co., Chicago, Booth No. 3; Keeney & Sons, Chicago, Booths No. 4 and 5; Chicago Lock Co., Booth No. 6; D. Robbins & Co., Brooklyn, N. Y., Booth No. 7; Atlas Indicator, Chicago, Booth No. 8; Northwestern Coin Machine, Chicago, Booth No. 9; Lion Mfg. Co., Booth No. 10; A.B.T. Mfg. Co., Booth No. 11; Watling Mfg. Co., Booths No. 13 and 14, Genco Inc., Chicago, Booth No. 15; the Barok Company, Columbus, Ohio, Booth No. 16; Van Equipment Co., Chicago, Booth No. 17; O. D. Jennings & Company, Booths No. 18 and 19; National Sales Co., Booths No. 20, 21 and 22; Mills Novelty Co., Booths No. 23, 24; Peo Manufacturing Corp., Rochester, N. Y., Booth No. 25; Gardner Co., Chicago, Booths No. 26, 27; N. Shure Co., Chicago, Booth No. 28; Ad-Lee Company, Chicago, Booth No. 29; Central Pattern Co., Chicago, Booth No. 30; Flatbush Gum Co., Brooklyn, N. Y., Booth No. 31; Simplex Phonograph Co., Chicago, Booth No. 32; Churchill Cabinet, Chicago, Booth No. 33; The Norris Mfg. Company, Columbus, Ohio, Booth No. 34; Caille Bros. Co., Detroit, Mich., Booth No. 35; International Mutoscope Reel Co., New York, Booth No. 36; Baird Lock Co., Chicago, Booth No. 37; Bergham Co., Chicago, Booth No. 38; In and Out Door Game Co., Chicago, Ill., Booth No. 39; Exhibit Supply Co., Chicago, Booth No. 40; Continental Scale Co., Chicago, Booth No. 41; Bausch & Lambe, Rochester, N. Y., Booth No. 42; Star Mch. Co., Indianapolis, Ind., Booth No. 43;

Stewart & McGuire, New York, Booth No. 44; Rock-Ola Mfg. Co., Booth No. 47; J. P. SeeBurg Corp., Chicago, Ill., Booth 48; Advance Pattern Co., Chicago, Booth No. 49; Hy-G-Toi Corp, Chicago, Booth No. 50; American Decalcomania, Chicago, Booth No. 53; Pace Mfg. Co., Booths 54, 55 and 56; O. C. Lightner, Booth No. 57; Groetchen Tool Co., Chicago, Booth No. 61; Coin Machine Journal, Chicago, Ill., Booth No. 12.

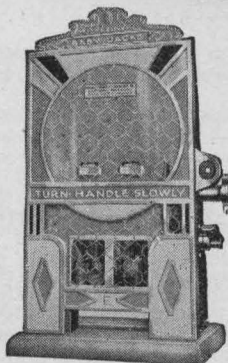
Other manufacturers who have spoken for space but who have not as yet been assigned are:

Booth	Name	From
1.	Karom Golf Table Corp.,	Pulaski, N. Y.
2.	Vending Machine Co.,	Fayetteville, N. C.
3.	Mosely Vending Mach. Co.,	Richmond, Va.
4.	Royal Mfg. Company,	Baltimore, Md.
5.	Hercules Novelty Co.,	Chicago, Ill.
6.	Mechanical Sales Corp.,	Chicago, Ill.

W. W. WHITE

Mr. W. W. White, a young Texas operator, paid the WORLD a visit recently and to say we enjoyed the nice talk we had would be putting it mildly. Mr. White is due for success in the coin machine field and we expect to hear from him often.

FIELD'S LATEST HIT the **BABY JACKS** TINY · AUTOMATIC · FLASHY



It has the best appeal of the most popular machines brought out of late—the twirling of the penny in the spiral—the fascinating pin board of the 5 Jacks—the twin Jack Pots of the Bell machine. Used practically everywhere! Penny or nickel style, solid aluminum case, wire glass, Yale lock, tilt-proof, cheat-proof.

OPERATOR'S PRICE

\$16.50

Choice of 1c or 5c Styles

If unable to obtain from your nearest jobber, order from us. 4-color circulars free.

The FIELD MANUFACTURING Corp. PEORIA ILL.

FIELDS MACHINES

Carried in stock—Such as: Baby Jacks, Golden Comet, the new machine, and many others. Quick Delivery.

F. C. Ewing Company

116 E. 15th St.,
Fort Worth, Texas

P. O. Box 832

Phone 2-5288

BE SURE TO SEE

THE "SCOOP"

At Booth No. 7, Sherman Hotel, Chicago, Exposition
ASK FOR NEW LOW PRICES

D. Robbins & Company

1141 W. DeKalb Ave.

Brooklyn, N. Y.



POLO SKILL

(All Rights Reserved)

A REVOLUTION IN SKILL MACHINE

Operators delighted with its beauty.
New Money Making Features.

Write for circulars and operators' prices.



The New "Lincoln"

Interchangeable Peanut
Ball Gum and Confection Vender

Finished in the new
Porceloid Enamel

Write for prices. They
will surprise you.

The "LINCOLN" Electric

A Hot Peanut Vender With New Money Making
Features. Write for Circular.

Novix Specialties

1189 Broadway

New York, N. Y.

Start 1932 Right- Catch These THREE ACES



DIMENSIONS

40 in. high, 37 in. long, 17 in. wide.
Shipping wt., 85 lbs. (Actual wt., 60 lbs.)

HI-BALL

(IT IS NEW—IT IS HOT)

It isn't the first nickel that counts—it's the second and the third. The public plays a common machine only once, but HI-BALL has the appeal that brings the customers back again and again.

Like every other machine we have manufactured, HI-BALL is built RIGHT, and guaranteed to satisfy the operator. The beautifully decorated cabinet is finished in a rich-toned walnut; the legs are strongly made, detachable, and are easily adjusted to uneven floors. The HI-BALL machine, when dismantled, fits nicely into any coupe or roadster rear compartment.

In this new machine, wise operators recognize an opportunity to safely invest in a REAL MONEY-MAKER, with the results absolutely guaranteed. Send for your sample machine today, set it out in a fair location, and if after a week you are not more than satisfied with the receipts, ship the machine back to us, charges prepaid, and we will fully refund your money.

The playing board of the new Hi-Ball affords the public ACTION and plenty of it. Notice the thirteen alleys at the top—six of them are terminated by scoring holes, and if the ball played follows one of the other seven alleys, it bounces through the pins below into either a scoring hole or the "OUT."

The Hi-Ball mechanism is original, simple and easy to play. No knobs to turn—the coin lever is pushed in, the plunger pulled and the machine is in action.

We are prepared to make immediate delivery. Upon receipt of a certified deposit of one-third amount of order, machines will be shipped C. O. D. If you are a Jobber write for prices, as we are in position to make deliveries in large quantity orders.



DIMENSIONS

16 in. wide, 36 in long
37 in. high
Patent Pending

The Most Fascinating Nickel Machine
Ever Built!

The Desire to Play Grows Constantly

JOSTLE—

- It's the size machine you have been looking for.
- Its attractiveness copes with the most exclusive places.
- Its returns compare with the lawless slot machine.
- Its name just jostles in the money!
- Its mechanical parts are designed with utmost simplicity, eliminating the trouble calls and loss of income.

Order a Sample Jostle Right Now!

BUILT RIGHT and PRICED RIGHT

Shipment of Jostles

Each machine comes packed individually in a strong corrugated box and shipped by express unless otherwise specified.

SPECIAL—We have 10 Jostles we used for testing locations that we offer subject to prior sales at \$60.00 each by taking the lot of 10. Guaranteed new.

We quote no open prices, but we guarantee lowest prices on these machines. Write or wire for prices on the number of machines you are interested in purchasing.

SPECIALS

Mints, Assorted Flovars, 10-Cace Lots, per case, \$6.00; (5) Mills Silent Play Front Vender, 5c Play, Used as Sample, each \$80.00; (2) Mills Silent Play Front Vender, 25c Play, Used as Sample, each \$85.00; (50) A. B. T. Numbered Reels Targets, Penny Play, Slightly Used, each \$15.00; (75) Dutch Pool Tables, Complete with Stands, slightly Used, each \$30.00.. Write for Circular on Pool Shooter. These new numbers will get the money.

SPECIAL NOTICE

On all orders up to the amount of \$75.00, full CASH must accompany order.

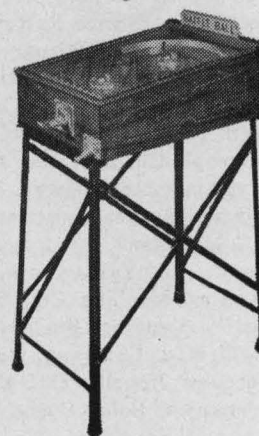
All orders of \$80.00 or more must be accompanied by Telegraph, Post Office or Express Money Order for one-third the amount of each order. This request is made on account of financial conditions all over the Country. All deposits must positively be in the form mentioned above in order to avoid delay in shipment.

All orders for 25 or more machines will be shipped direct from the factory to purchaser if desired.

Jobbers, Write
for Special
Jobbers' Con-
tract Prices.

Mosley Vending Machine Exchange Inc.

3822 Chamberlayne Ave. Telephone 4-3161 Richmond, Virginia
WE'LL BE AT THE SHERMAN, FEB. 22, 23, 24 and 25—BOOTHs No. 65 and 66.



BAFFLE BALL

Is Taking the Country by Storm

The biggest Amusement Value ever offered in Cion-Machine History.

A MASTER PROFIT MAKER THAT SUSTAINS ITS EARNINGS INDEFINITELY. Legal anywhere. This machine can be operated 5, 7 or 10 Plays, in both Penny or Nickel Play. Tried, tested; proved the record-breaker of all times. Backed by a shock-proof trial GUARANTEE. Will open hundreds of new locations for you. PAYS FOR ITSELF FIRST WEEK END. Delay is fatal! ACT NOW!

PRICES LISTED ARE FOR MACHINES
COMPLETE WITH STAND AS SHOWN

Sample Machine	\$22.00
Lots of 5, each	21.00
Lots of 10, each	20.00

NET PRICE FOR MACHINE WITH-
OUT STEEL STAND

Sample Machine	\$19.50
Lots of 5, each	18.50
Lots of 10, each	17.50
Steel Stands for above machines	2.50

JOBBERs WRITE OR WIRE FOR
QUANTITY CONTRACT PRICES

WIRE AT ONCE FOR COMPLETE DETAILS AND IRON-CLAD RISK-BANISHING GUARANTEE! Specify which you want when ordering, Penny or Nickel Play. We can make immediate shipments. All Prices F. O. B. Richmond, Va. Terms—One-third cash, balance C. O. D.

All Prices
F. O. B.
Richmond, Va.
Terms—One-
Third Cash
Balance C. O. D.



THE PENNY ARCADE

This Arcade belongs to A. H. Kruss, of Portland, Ore. It is located at Seaside Beach, Ore. Mr. Kruss moves his Arcade to Portland after the summer seasons. It contains about 100 machines. His Arcade in Portland contains 150 machines. Mr. Kruss is a wide-awake manager.

The Penny Arcade

By GEORGE KENNEDY

Mr. Kennedy is an authority on Penny Arcades. He operates one of the most exclusive Arcades in Kansas City, Missouri.

THE greatest problem facing the Penny Arcade operator today is Public Opinion. Keen observance is not required to see that a great majority of the people consider the Penny Arcade a low and unwholesome form of amusement, and lamentable as the fact may be, it nevertheless is a fact that many of the so-called Penny Arcades in operation at this time are not of a very high type.

The American people are lovers of clean amusement and since the modern Penny Arcade is nothing more or less than a place of amusement, there should be no reason why we should not have the good will of all the people.

In an effort to overcome this public prejudice we in our Arcades are breaking away from the old fashioned Penny Arcade ideas. The old drop-picture machines, along with the girls in tights, are being replaced with new and more modern forms of automatic amusement. We are catering to the better classes and making an effort to get as far away from the popular conception of a Penny Arcade as possible. Neon signs call attention to the "Fortune Booth," "Gymnasium," "Game Room" and so on. All attendants are in uniform and the patron is treated with courtesy. We find that under these conditions our patrons spend more money per capita and that we have a larger number to draw from.

There are sound psychological reasons why some automatic machines have, and will always have, a strong

public appeal. Man, for instance, is born a competitor and lives his life in competition with his fellow man. He schemes by day and dreams by night how best to out-do the other fellow. He wants you to know that he can hit harder, lift more, or squeeze tighter than any other man. When the opportunity offers, he will show you just what a big fellow he is. You bet he will, and he will derive a world of enjoyment from it. And that accounts fully for the lasting success of the automatic athletic machine. We cater to these men by placing at their disposal the finest athletic machines we can buy. Now these men are not so deeply concerned regarding future events so they do not contribute much toward the up-keep of the "Fortune Room" but the ladies—well that's something else. Woman has been since the beginning of time the "creature pursued" and as she is well aware of this fact she naturally presumes that she will eventually be captured and it is only natural and human that the Dear Girl desires to know by whom and when. Will he be tall, dark and handsome? Wealthy? Travel? And of whom shall she beware? The Dear Girl must know these things in order that she might properly steer her course through life. So we provide an elegant assortment of predictors and there is really no reason why the "creature pursued" should not be properly and happily captured.

The underlying principle of the Penny Arcade is sound but if we are to reap the full financial benefit, we must overcome the existing public prejudice.

Want Ads

2 Cents a Word

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Cash With Copy

LOCATION AGREEMENT BLANKS NICELY BOUND (8x10½) suitable for any type machine, \$1.25 hundred, prepaid, including two line rubber stamp operators name and address. R. S. Barton, 55 East Washington, Chicago, Ill.

PEANUT MACHINES, BRAND NEW, ATTRACTIVE, strong mechanism, \$3.60 in 25 lots. Sample \$4.50, cash with order. Novix Specialties, 1189 Broadway, New York.

OPERATORS—YOU CAN TRIPPLE YOUR MUSIC receipts with the ELECTRO DISC SPINNER. It operates in conjunction with, and stands on or near coin operated phonographs. It increases receipts several hundred per cent when used where it is legal to give prizes. Very satisfactory increases can be realized by giving free music, if prizes are not given. Price \$75.00 to operators. Automatic Amplified Music Co., Dept. A, 557 Market St., San Francisco, Calif.

DRILLED, NUMBERED BASEBALL GUM 1,200 balls. Our modern method produces perfect sets, absolute satisfaction guaranteed. Sets to fit your present chart, state style desired. Our large distribution makes possible amazing values. Write, wire or phone for low prices. Southern Automatic Sales Co., 542 S. 2nd St., Louisville, Ky.

ATTENTION—GOTTLIEB MINIATURE BASEBALL Machine owners, stop free plays with small device easily attached in few minutes and out of sight, prevents balls from rolling back to playing position when machine is tipped or shaken. 15 cents each, postpaid. Theodore Schoon, Canton, S. Dak.

NEW GOODS—ACME AGATES (0 SIZE) \$2.50 PER 1,000; 10 per cent discount lots of 5,000 or more; Vitreous Agates (0 size) \$2.60 per 1,000; 10 per cent discount for 5,000 or more. Best Chew Ball Gum 1,000 balls \$1.75; 5,000 balls \$8.15; 10,000 balls \$16.00. Speedy Coin-Counters (for pennies) and Major Coin Counters (for nickels) \$1.00 each, either size; Buster Ball Machines, \$11.85. M. T. Daniels, 1027 University Ave., Wichita, Kansas.

LOOK—WE HAVE INCREASED OUR PUNCHBOARD profits 100 per cent with a new board, has 7-jewel Elgin Watch, 2 cigarette lighters, 2 fountain pens, 2 pencils, 2 pipes, 2 cigarette holders, cigarette case, pearls and belt buckle set. This board is really a wow and has the merchandise on it for which we have been paying \$20.00. We are building them ourselves and can make a small profit at \$13.75 each. Board has 1,500 holes, takes in \$75.00. Try one, if not satisfied return and entire price will be refunded with express charges. The Elgin watch is what gets them. Eastern Kentucky Vending Machine Co., Pikeville, Ky.

LOOK OPERATORS — TABLES — ANTI-CHEAT slots for marble pin tables. 5c slots \$2.50 in lots of ten \$2.35. 1c slots \$1.50, in lots of ten \$1.35. Brand new marbles tables, best on the market, \$50.00 cash. Lots of ten \$45.00. Terms 1-3 cash with order. The Penny Sales Co., 5310 Swiss Ave., Dallas, Texas.

USED MACHINES FOR SALE OR EXCHANGE

This section is arranged for the sale and exchange of used machines. The rate is 2c per word, cash with copy, minimum ad accepted 25 words. This is the cheapest and best space in the country today. We shall expect operators to use it freely.

FOR SALE—AN ESTABLISHED ROUTE OF TWENTY factory made, hardwood, six pocket miniature pool tables on excellent locations. This route is showing a mighty nice return on investment and will have to be seen to be appreciated. L. W. Ashbrook, 620 E. Commerce St., Altus, Okla.

FOR SALE—20 SLIGHTLY USED WINDMILL CANDY machines, ferris wheel type, \$22.50 each. Geo. Gittins, 2359 S. Kin-Kin Ave., Milwaukee, Wis.

FACTORY-BUILT JENNINGS 5c JACKPOT BELLS and side venders, \$37.50. Mills 5c, 10c, 25c factory-built Jackpot Bells (type before Silents), \$40.00. Mills 5c Front Venders Bullseye, \$25.00; Mills 5c Jackpot Front Venders, \$42.50. 1-3 deposit. Kinzer Novelty Co., 1519 E. 60th St., Chicago, Ill.

SPECIAL, 1 AERO 5c BASKET BALL (ARCADE size) \$37.50. One Hoot-Mon Golf 5c slot, \$25.00. One Chester Pollar Penny Golf Machine with stand \$12.00. 5c Penny Finger Strikers. 2 Edward Grippers, \$5.00 each. 2 Electric Moving Pistol Targets, both for \$17.00. 3 Electric Penny Baseball Machines, \$6.00 each. All A-1 condition. Check with orders. Klotz Sales, Station F, Box 3261, Atlanta, Ga.

FOR SALE—10 NEW LARGE MARBLE TABLES, \$30.00 each. 10 small counter size Marble Tables \$10.00 each. These are NEW. ½ deposit, balance C. O. D. H. J. Cloer, 1440 E. Allen Ave., Fort Worth, Texas.

WE HAVE FOR SALE AT A BARGAIN—3 PUSS-IN-POOTS, \$75.00 each; 3 Medal Stampers, \$65.00 each; 1 Novelty Metal Hen, \$50.00; 7 Ad-Lee Try-It Dice, \$4.00 each; 300 Arcade Machines of all kinds. Write us your wants. We want to buy old style counter model Erie Diggers. Carnival Supply Co., 3023 Main St., Kansas City, Mo.

FOR SALE OR TRADE—1. MILLS SIMPLEX ELECTRIC, \$15.00; 1 National Lift, \$7.50; 2 Wall Punchers, \$20.00 each; 1 Jefferies Sandwich Machine, \$3.50; 1 Marshfield Wall Puncher, \$25.00; 10 Fag-O-San Machines, \$11.50 each. These are the most reliable income machines on the market. 1 National Lift and Grip, \$15.00; 6 Advance 5c Bar Machines, \$7.50 each; 2 Advance 10c Bar Machines, \$8.50 each; 150 Advance Unit A Stick Gum Machines, \$1.75 each; 12 Mills O. K. Front and Side Venders, \$38.50 each; 15 Iron Collapsible Stands, \$2.50 each; 18 Biglow 3-compartment Venders, \$6.50 each; 6 Mills Fireflys, \$3.75 each; 1 Butterkist Popcorn All-Electric Machine, \$210.00; Ball Gum route, 600 machines, all operating, \$3,500.00. Jeannet Coin Machine Co., Oswego, Ore.

FOR SALE OR TRADE FOR JACK POT VENDERS—One Mills Troubadore like new used two months with 9 new wall boxes. Sell cheap 5 Jackpot Fronts for Mills Front Venders, \$7.50 each. Kansas Novelty Co., Box 166, Wichita, Kansas.

8 EXHIBIT POST CARD MACHINES, GOOD PAINT, need slight repairs the lot \$8.00; 2 piece wall brackets 50c. We manufacture all types steel stands. Let us know your needs. Standard Amusement Machine Co., 2220 Main Street Hartford, Conn.

WANTED TO BUY—COIN MACHINES OF EVERY description. Must be in good condition and cheap for spot cash. What have you? E. L. Witt, Pauls Valley, Okla.

USED MACHINES—ADVANCE VISTASCOPIES, \$7.45; Advance Shockers, \$3.25; Advance Post Card Machines, \$3.85; Advance Duplex E (dime slot), \$4.15; Lark Base Ball Shooters, \$5.70; Emco Nerve Testers, \$4.45; Wizard Fortune Tellers, \$3.45; Wee-Gee Fortune Tellers, \$2.25; Muotscopes with 5 reels, \$20.65; Try-Skills, \$2.25; Over-the-Tops (counter type), \$4.85; Gottlieb Grippers, \$3.95. M. T. Daniels, 1027 University Ave., Wichita, Kansas.

WANTED—USED AMRO PEANUT MACHINES, ALSO Rushour Selective 5c Candy Machines. H. A. Bohin, 11307 Superior, Cleveland, Ohio.

PRICES SLASHED—EVERY MACHINE GUARANTEED to be in perfect condition or money refunded. Superior Pool Game (Brand New), \$14.50; Peo Whirl Winds, \$2.75 each; Whiz Balls, \$2.75 each; Gottlieb Base Balls, \$3.50 each; Whoopee Ball, \$2.75 each. Pin Targets, \$4.00 each; Jennings Rockaway 5 Jack, \$17.50; Put and Take Machine, \$5.00; Par-Kets (Brand New), \$9.50 each; 25 per cent with order. W. B. Specialty Co., 5643 Labadie Ave., St. Louis, Mo.

NOW LET'S SEE IF YOU WILL BUY. LIGHTHOUSE Grip Test, colored lights in all ten windows, sacrifice, \$45.00; Striking Clock with iron floor stand, costs new \$150.00, sacrifice \$45.00. Roovers Name Plate Machine, late style narrow cabinet, including roll of tape in machine, costs new \$175.00, sacrifice \$45.00. Push-Pull Machine, floor model, \$15.00. Twister Machine, floor model, \$15.00; Caille MASCOT Grip and Blower with FIVE colored lights on dial, two machines in one, bargain \$35.00. 2 Caille Bros. Hercules Grip Tests and iron floor stand, each \$15.00. 1 large cabinet Penny Back Pistol, with pistol that looks like a real one, beautifully ducoed in blue, \$5.00. Try-Skill, \$1.00. Over-the-Top, with stand for counter, beautifully decorated, \$2.50. 2 Gottlieb Majestic Moving Targets, each \$22.50, like new. Exhibit Oracle Fortune Teller, with late model coin chute, beautifully ornamented, \$9.00. Hercules 3-in-1 Grip Test, almost new, bargain at \$9.00. Chester Pollard Penny Golf Game and iron stand, good as new, \$25.00. 2 Bat-a-Pennys with red, white and blue lights, each \$8.00. Large Peo Junior Basket Ball Machine, two pistols, penny play, \$37.50, like new. Scooter Machine, almost new, \$9.00. One-third deposit must accompany order on above machines, balance sent C. O. D. by express. All above machines on location here in Indianapolis right now. Prompt service. Write us for circulars of Bingo, Roll-a-Ball, Par-Ket, Superior Pool, Baffle Ball, Stop and Sock and every other good machine on the market, we handle them all. Get our advice before buying a new machine and get our prices. Barton Shipley Operating Co., Suite 310, Plaza Hotel, Indianapolis, Ind.

FOR SALE—8 FILMASCOPE BASKET BALL machines, 1c play, first class mechanical condition, look new. Must be sold to settle estate, first cash offer takes them. A. I. Reid, Manager, Stockton, Ill.

15 BAFFLE BALL MACHINES (1c), \$15.00 EACH; Stands, \$1.50 each, priced for quick sale; 1 Mills Front Vender, \$15.00; 1 Fields Five Jacks, \$12.50; 7 Deuces Wild, \$6.50 each; 2 Baseball Machines, \$3.50 each; 1 Eat 'Em Hot Peanut Machines, \$12.50; 1 Whoopee Ball, \$5.00; 2 Husky Grips, \$4.00 each; 1 B. & M. Four Coin Ball Gum Machine, \$12.50. Machines guaranteed A-1 condition. Terms, cash with order or one-third deposit, balance C. O. D. E. C. Simmons, 221 South 20th, Omaha, Neb.

IMPORTANT! BEFORE BUYING USED MACHINES, write for our bargain list of RECONDITIONED machines. Robbins Co., 1141 W. DeKalb Ave., Brooklyn, N. Y.

FOR SALE—NEW BAFFLE BALLS, \$18.50 EACH; 2 American Sales Victrolas Cost, \$400.00, sell \$150.00, 4 Watling Scales \$25.00, 13 Bluebird Gum Dice, \$6.00; 5 Superior 1-5-10-25 cent Gum Venders, almost new, \$15.00; 11 A. B. T., Big Game Hunters Animal or Dice Reels, \$12.50; 3 A. B. T. Targets, \$5.00; 13 Bluebird Moving Ducks, positively like new, cost \$75.00, for \$20; 7 5-ct. Pool Tables, BARGAINS, \$12.50; 2 Advance Vistascope, nearly nude girl pictures, nickel slots, \$12.50; 2 nickel Larks, \$8.00; Mills Side Vender, \$15.00; Jennings Side, \$15.00; Mills Quarter Jackpot, \$35.00; Mills 5c Jackpot Bells, \$35.00, serials 240,000 up; Mills nickel Jackpot Side Venders, \$37.50; 4 Field Penny 5 Jacks, \$12.50; 3 Field 5-ct. 5 Jacks, \$12.50; 9 A. B. T. Trip-L Jacks, \$9.00; 1 Field Penny Four Jacks, \$10.00; 1 Rock-Ola nickel 5 Jacks, \$12.50; 2 Rock-Ola Penny

MILLS AND JENNINGS FRONT VENDERS, MILLS Dime Side Venders, \$17.50; Mills F. O. K. Dimers, \$22.50. Today Venders with Jennings Factory Jackpot, high serial \$30.00 each. Coleman Novelty Company, Rockford, Illinois.

TWENTY BRAND NEW SKE-BAL-ETES, \$6 EACH \$100 for the lot. Six used Gottlieb Grips, \$3 each. 9 A. B. T. Pistol machines, excellent condition, \$8 each. One-third deposit with order. L. Molnar, 15 Clarke Place, New York City.

PENNY MACHINES — BARGAINS, NEW, USED. Novix Specialties, 1189 Broadway, New York.

Four Jacks, \$12.50; 17 Mills Puritans, 5c, perfect, \$10.00 each real bargains, like new, 3 Lion Bells, almost new, \$8.00; 2 High Strikers, \$10.00; 13 Basket Balls, \$2.75; 1 Bingo, \$10.00, 1 New Ske-Ball Ette, \$7.50; Ten Whirlwinds, \$3.25; Ten Gottlieb Baseballs, \$3.25; 1 Hercules, three way gripper, like new, \$7.50; 4 Edwards Grippers, \$5.00; 7 Gottlieb Grips, \$3.00; 3 Mills Wizards, \$5.00; 20 Norris Master Adjustable Venders, year old, \$5.00; 32 Advance Gum Perfect, \$3.00; 3 Advance Shockers, \$3.00; 1 Mills Shockers, \$3.00; 1 Field 4 Way Vender, \$10.00; 1 Indian Shooter, like new, \$10.00; 3 K. O. Fighters, \$50.00; 2 Mutosopes, nickel slots, stands registers nearly nude dancing girls, \$25.00; Yorktown Putting Green, \$45.00; Hootmon Golf, \$35.00; 2 Rolls Skills, \$2.00; Advance Bat-a-Penny, \$10.00; 1 Jennings Comet, \$12.50; 5 Iron Claws, nickel stands registers perfect, \$100.00; 4 Bluebird Gum Pin Targets, \$7.50. Would trade above for Pin Games, Iron Claws or Small Scales, or sell. Terms, 1-3 deposit, balance C. O. D. E. K. V. Machine Co., Pikeville, Ky.

FOR SALE OR TRADE, MAKE OFFER—2 SLIGHTLY used Acme Electric Shockers, \$5.95 each. 4 used Electric Shockers, good shape, \$3.95 each. 10 Blue Bird Pin Targets, gum attachments, A-1 condition, \$6.95 each. 1 A. B. T. Target gum attachment, \$8.95. 1 A. B. T. Target, good condition, \$6.45. 1 Penny Back Pistol Target, gum attachment, \$3.95. 2 Try-It Dice, used only 2 weeks, \$7.95 each. 2 slightly used Try-It Dice, \$4.95 each. 2 Blue Bird Pin Targets, without gum, \$2.95 each. 3 Blue Bird Bowling Alley gum attachment, \$3.95 each. 1 Flat Gum Machine, \$2.15. 4 Gum machines, \$2.85 each. 2 aluminum Pin Targets, 1c play, \$3.35 each. 1 aluminum Pin Target 5c play, \$3.15. 1 Exhibit Bowling Alley, gum attachment, \$2.45. 1 Gum machine, no name, good condition, \$1.95. 1 Exhibit 5c Card Vender with 450 cards, brings in \$22.50 sell for only \$5.95 complete. 3 Duoscope 1c or 5c play, \$3.95 each. 2 Blue Bird gum machines, \$2.35 each. 1 ten ball 8 Pocket Pool Table, \$11.50. 20 Penny Stores, vends 5 different items, selective, a bargain at \$3.95 each. 4 Wooden Model Upright Postage Stamp Machines, \$1.85 each. 1 Try-It Dice, needs adjustment, \$2.45. 1 1c, 5c, 10c, 25c play Fields Jackpot, fruit reels, needs adjustment, \$3.45. Fields Baby Jacks and Ringo machines, \$12.50. All machines in working order. Let's hear from you. Oklahoma Specialties, 430 Harvard, Tulsa, Okla.

FOR SALE—17 15c 120 PACK ROWE CIGARETTE Machines with stands and one match column in center, \$30.00 each. 25 Du Grenier selective type Candy Bar machines with stands, \$30.00 each. 10 Electric Base Ball machines, \$10.00 each. 1 Northwestern 4 column gum machine, \$7.50. 50 used Veeder Meters 50c each. One-third cash, balance, C. O. D. Subject to prior sale. F. C. Ewing Company, P. O. Box 832, Fort Worth, Tex.

OPERATORS IN THE PENNY AMUSEMENT FIELD. Brand new sensations, Lunatic, Ding the Dinger, Roll-A-Ball, Golden Comet, Par-Ket, Play Golf, Baby Jacks, Wildcat, Crystal Gazer. We save you money. Write for descriptive circulars on latest money getters. Shenk Vending Machine Co., 9314 Yale Ave., Cleveland, Ohio.

WE WILL ALLOW YOU \$7.50 FOR YOUR OLD Gottlieb Miniature Baseball Machine, in trade for the new game, called SMALL GAME HUNTER. Price of Small Game Hunter, \$12.75; Allowance on your old Gottlieb Miniature Baseball, \$7.50; net cost to you for brand new play, \$5.25. Write for descriptive circular and quantity prices. Markepp Mfg. Co., 1315 Cleveland Hts. Blvd., Cleveland, O.

SEND CHECK \$10.50 FOR MAILING LIST 3676 names coin machine operators. E. K. V. Machine Co., Pikeville, Ky.

BUYERS GUIDE

The Norris Mfg. Co.

553 Nicholas St.
Columbus, Ohio

Candy, Peanut, Toy, Gum, and Other Vending Machines.
Makers of MASTER Machines

FLATBUSH GUM CO., Inc.

Bush Terminal No. 2, Brooklyn, N. Y.

Ball Gum, Stick Gum, Vending Machine Confections, Etc.

The Columbus Vending Co.

2005-2015 E. Main St.
Columbus, Ohio

Peanut, Ball Gum and Marble Vendors

Peo Mfg. Corporation

449 Ave. A, Dept. W
Rochester, N. Y.

Amusement Penny Machines

SICKING MANUFACTURING CO.

1922 Freeman Ave.

Cincinnati, Ohio

Full line of coin operated machines and supplies. We can supply Coin Slides and Coin Chutes for any kind of Marble Ball Skill Games, also Plungers. Write for catalogue.

CINCINNATI VENDING COMPANY

2121 Central Ave.

Cincinnati, O.

Coin operated machines of all kinds. Mints, Supplies and parts for machines of all descriptions. Write for our Catalog.

BALL GUM

Watta Polish

AMERICAN CHEWING

ALL SIZES
FLAVOR
THRU and
THRU
PERFECTLY ROUND

*Protective
Packing*

128 Mt. Pleasant

NEWARK N.J.

PETER PAUL'S

5c MOUNDS

For samples and prices of this fast selling Chocolate Cocoa-nut Bar write:

PETER PAUL, Inc.
81 New Haven Road
Naugatuck, Conn.



INTERNATIONAL

Mutoscope Reel Co., Inc.

449 WEST 31st STREET
NEW YORK, N. Y.

"Penny Arcade
Headquarters"

Complete Line of Best Money
Making Amusement Machines

steady money getters, cost \$47.50, will sacrifice \$18.50. Indoor strikers \$7.00; Whirlwinds, \$2.50; Peo Basketball, \$1.00. Joseph Munves, 1546 St. Johns Place, Brooklyn, N. Y.

FOR SALE—TEN FILMASCOPE BASKET BALL Courts, one cent slot. \$7.50 each, F. O. B. here. This is the biggest bargain ever offered in these machines. Every one is working and on location now. Half cash, balance C. O. D. Send cash or money order. No personal checks. R. E. Parrish, New Brookland, S. C.

FOR SALE — 20 FILMASCOPE BASKET BALL Courts, Penny Play, cost \$40.00, like new, \$15.00 each; 25 Gottlieb Majestic Moving Targets, cost \$65.00, perfect condition, \$18.00 each; 10 Pemco Play Baseball, Penny Play, not spiral, cost \$22.50, slightly used, \$8.50 each; 15 Gottlieb Miniature Baseball, \$3.50 each; 6 Hercules 3-in-1 Grip Testers, \$6.50 each. Abbott & Troyer Co., 106 So. 3rd St., St. Joseph, Mo.

INVENTORY SALE OF OVER 500 USED MACHINES at prices that will close them out before the month is over. Get our list, or let us quote you on the machines you are looking for. All the new machines as they come out. Gum \$12.00 a case. Candy coated peanuts \$10.00 a hundred lbs. Eastern Machine Exchange, 263 Ferry Street, Newark, N. J.

THE SUPERIOR CONFECTION CO.

79 W. Fulton St.

Columbus, Ohio

Manufacturers of all types of Vending Machines and Candy Mints. Get our prices before buying.

EIGHTEEN FILMASCOPE BASKET BALL Machines, \$25.00 each, lot \$400.00. Twelve Penny Flip Baseball machines, like new, \$5.00 each. Twenty Jeffries Pie, Sandwich or Package Machines, \$2.00 each, lot \$35.00. All machines in good condition and guaranteed mechanically perfect. Terms, one-third cash with order, balance C. O. D. Automatic Inc., 2213 W. Fon du Lac Ave., Milwaukee, Wis.

EIGHT INDOOR STRIKERS LATEST MODEL, GUM attachment, used very little, guaranteed like new. Ten for each or seventy-two for all. Werdin Sales Co., 1055 Ogden, Denver, Colo.

FOR SALE OR EXCHANGE—200 SLIGHTLY USED scales, cannot be told from new, majority Juniors. \$35.00 each or will trade for bells, jackpots, penny machines or what have you. Lincoln Novelty Works, 2137 Tryon Lane, Toledo, Ohio.

BARGAINS 2 CHESTER POLLARD 5c GOLF GAMES in A-1 condition, \$25.00 each; 1 Exhibit Cupid Postoffice with 10,000 cards \$50.00; 1 Mills Front Vender, No. 188171, A-1 condition, \$15.00; 1 Poker Machine 1c, \$3.75; one-third deposit with order. These are real bargains so hurry, if you want them. Dixie Amusement Co., 636 Boulevard, N. E., Atlanta, Ga.

ERIE DIGGERS, 1c OR 5c, WORKING ORDER, \$50; Steam Shovels, \$75.00; Traveling Crane, \$150.00; Ferris Windmills, \$18.50. Candy and prizes at lowest prices. Joseph Munves, 1546 St. Johns Place, Brooklyn, N. Y. FERRIS IMPROVED WINDMILLS, ALMOST NEW,

SILVER ANNIVERSARY

O. D. Jennings & Company
Celebrate Their Twenty-fifth Anniversary

●
TWENTY-FIVE YEARS OF CREATING, DESIGNING AND MANUFACTURING COIN-OPERATED VENDING AND AMUSEMENT DEVICES

1
9
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7



1
9
3
2

A QUARTER
OF A CENTURY OF HELPFUL
AND SUCCESSFUL CO-OPERATION WITH OPERATORS AND USERS

●
SEE OUR EXHIBIT
COIN MACHINE EXPOSITION

HOTEL SHERMAN • CHICAGO
FEBRUARY 22nd, 23rd, 24th AND 25th

O. D. JENNINGS & COMPANY
CHICAGO

1907 • SILVER JUBILEE • 1932

JENNINGS 'JUNIOR' PERSON WEIGHER



WHO WOULDN'T PAY
A LITTLE MORE
FOR YEAR 'ROUND
DEPENDABILITY
AND
LIFE-LONG SERVICE?

*(See the Jennings "Junior"
at the Coin Machine Show)*



"GET A JENNINGS AND YOU KNOW
YOU HAVE THE BEST"

O. D. JENNINGS & COMPANY
CHICAGO

1907 • SILVER JUBILEE • 1932

CHICAGO. ♦ ♦ ♦

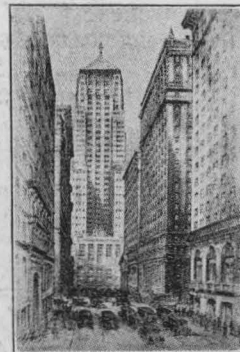
Where Coin Machinedom Will Gather
On February 22, 23, 24 and 25

CHICAGO IN BRIEF

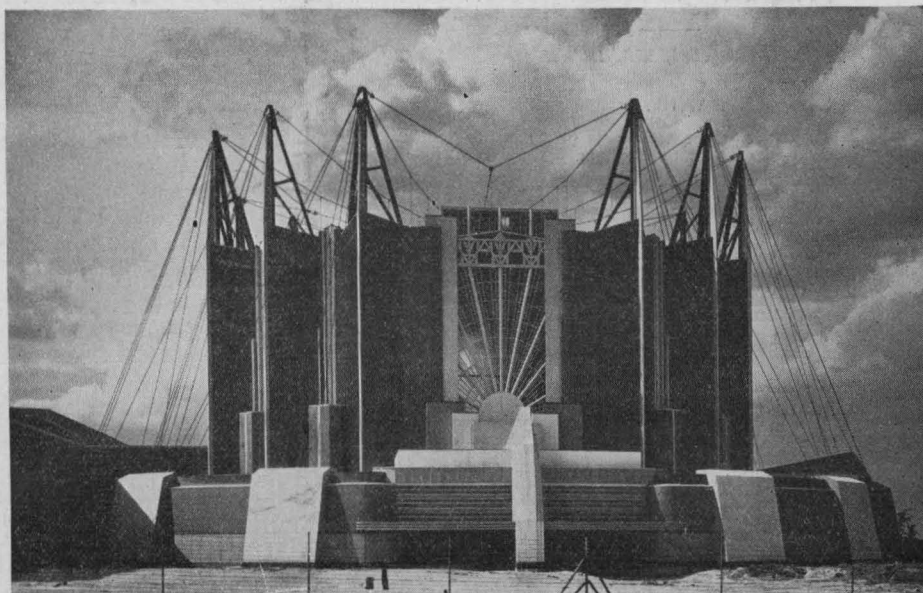
FROM a struggling frontier town in 1830, Chicago's growth to a metropolis exceeding three million people in less than a century has been the marvel of the world. Chicago is familiarly characterized the great central market, the country's leading railway center and the city of diversified industry. It is all of these and more. Bountiful resources of soil, mine and forest and transport, coupled with the unusual location at the head of Lake Michigan where the lines of trade east and west and north and south cross, give Chicago facilities and conditions for successfully manufacturing and merchandising a wider variety of lines than other communities. That Chicago is the greatest potential inland seaport cannot be disputed. Recently it has attained aeronautical leadership.

Important also is the fact that Chicago is the largest city near the country's centers of population, manufacturing and agricultural wealth.

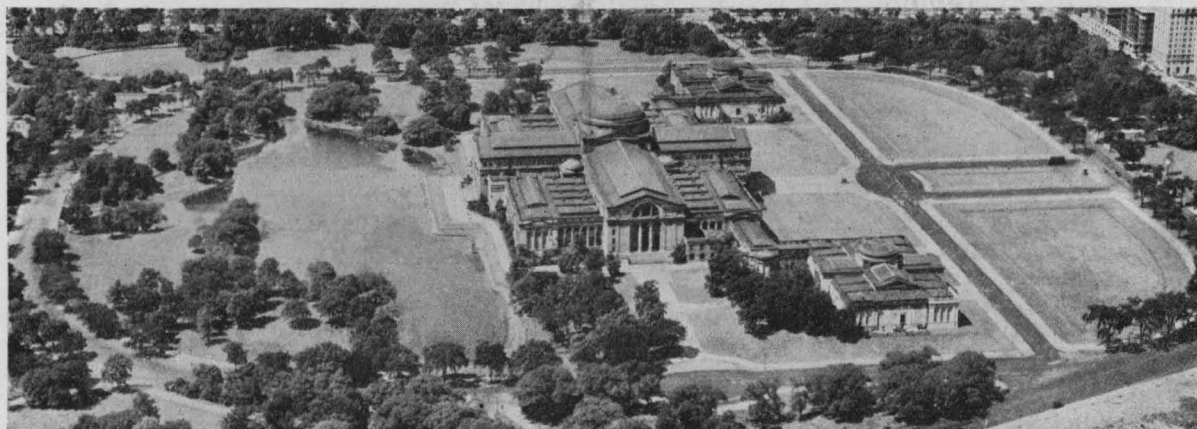
This great capital of an inland empire has a greater population within her city limits than each of 36 states of this country.



Looking down
LaSalle Street



Travel and Transportation Building, Century of Progress, Chicago, 1933



Museum of Science and Industry



Out of the Mail Bag

A LADY INTERESTED

AUTOMATIC WORLD:

The AUTOMATIC WORLD came this morning and I just must obey that impulse and tell you that your enthusiasm is refreshing. One feels the force of your personality on every page. Now that is real salesmanship, isn't it!

As yet, I am not in the "game" but I can't help being interested in the new machines that come out. The ice vending machine you write about on page 24—is it by any chance the one put out by the Ice-A-Teria Company in Fort Worth?

I would like to help to place those machines over the states but they write me that "their first public announcement brought sufficient inquiries to take up the entire season's productive capacity." Now that is wonderful news for somebody, isn't it?

Here's wishing you much success during the coming year. With all that pep you can't help but get where you are headed for!

EDNA M. HART, Business Broker, Texas.

DON'T FORGET

Automatic World:

I received the sample copy of AUTOMATIC WORLD and wish to thank you for same. It is a good magazine and I was more than pleased with it. I assure you that my only reason for not having placed the ad I mentioned is due to an unexpected delay in plans, and as soon as this is straightened out I will send you copy.

A. L. BRANTLEY, Texas.

THANK YOU, MR. LEWIS

Mr. Tom Murray,
The Automatic World,
1328 E. Richmond Ave., Fort Worth.

Dear Tom:
We wish to thank you for the compliments paid the "Podunk Blatt," and will be very glad to reciprocate with you and send you additional issues of this paper.

We note that you have placed our name upon your mailing list and also wish to extend our compliments to you on your publication which we believe is one of the best magazines in this field.

Trusting that the new year will bring you new business and continued prosperity, and with best wishes from this organization for a Merry Christmas, we are,

A. B. T. MFG. CO.,
By Geo. L. Lewis.

CAN YOU SUPPLY THIS REQUEST?

Automatic World:

Will you kindly advise me where I can purchase WHITE ball gum, also would like to know names of firms handling Iron Claw merchandise in this section of the country.

G. H. DYER, Missouri.

Editor's Note—Write Mr. Dyer, care Automatic World and all letters will be forwarded to him.

HAS HEARD ABOUT THE WORLD

Automatic World:

I would greatly appreciate your sending me a copy of the AUTOMATIC WORLD. I enclose 10c for payment.

Would also appreciate address of company manufacturing 5c comb and soap venders, also the address of the Hy-G-Toi Corp., manufacturers of toilet seat cover vending machines.

ROBERT EISENBERG, N. Y.

A BOOSTER FOR AUTOMATIC WORLD

Automatic World:

Here comes another subscription for THE AUTOMATIC WORLD, for one year. I am picking out people who will be of some help to you.

C. H. ROBERTS, Texas.

THANKS MR. PRICE!

Automatic World:

I am a reader of AUTOMATIC WORLD and I think there is no magazine like it.

J. A. PRICE, Missouri.

LIKES OUR STYLE

Automatic World:

I received my sample copy of the AUTOMATIC WORLD and must say it is very interesting and I believe it is one of the BEST published. I like your arrangements.

E. C. SIMMONS, E. C. Simmons & Co., Nebraska.

YOU HAVE IT NOW

Automatic World:

I must have missed my copy of your magazine as I have not received January issue. Will you please mail me one? I can not get along without the OLD AUTOMATIC WORLD.

I believe your paper gets better all the time. You show many good machines, give good advice and carry fine articles.

C. M. ELLISON, Texas.

WANTED

Distributors for the Famous Hi-Low
Marble Game

WRITE OR WIRE

DALLAS NOVELTY CO.

212 Lane St.

Dallas, Texas

SUBSCRIPTION COUPON

Send in your subscription to the AUTOMATIC WORLD right now. During 1932 we are going to give you a real journal, full of all the latest news, machines and events pertaining to the industry. Keep posted by reading the paper with a personality. The HOME TOWN PAPER of the coin machine industry. Send that subscription now, before you forget it. \$1.00 will bring you the journal for 15 months and \$2.00 will keep the AUTOMATIC WORLD on your desk for THREE full years. Let's Go.



Clip this coupon and drop in the mail box right quick. If you can't pay now, just tell us to bill you for the amount.

Name.....

Street or P. O. Box.....

City.....

State.....

Operator.....Jobber.....Mfg.....

AUTOMATIC WORLD,

1328 E. Richmond Ave.,
Fort Worth, Texas.

PUT SOME "ENGLISH"



On The Ball!

Mills newest game is taking the country by storm. It is NOT A PIN GAME, not mechanically operated. The longer you play it the more expert you become. Keen competition among players boosts earnings up to amazing totals. It's a game for today, tomorrow and the years to come. Invest your money ONLY in a game with **per-
manent** appeal, based on real **PER-
SONAL SKILL**, tremendous excitement and suspense.

"ENGLISH"

Is a table measuring 18½ in. by 42 in., 37 in. high. Every machine is richly walnut finished with rebound rails in black. Beautiful highly colored "Plaskon" rimmed pockets, and "Plaskon" balls. Heavy ¼ inch plate glass cover.

For Quick Shipments on "ENGLISH"
Wire! Write! Phone!

"ENGLISH".

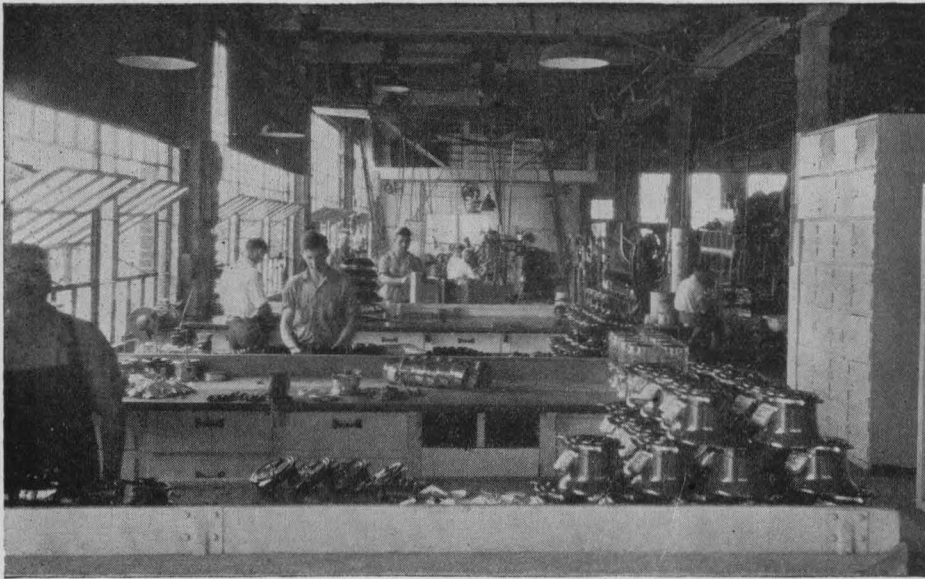
Is made exclusively by Mills Novelty Company, 43 year old house, which has manufactured over 850,000 successful coin operated machines.

VENDING MACHINE
COMPANY

205 215 Franklin Street

FAYETTEVILLE, N. C.

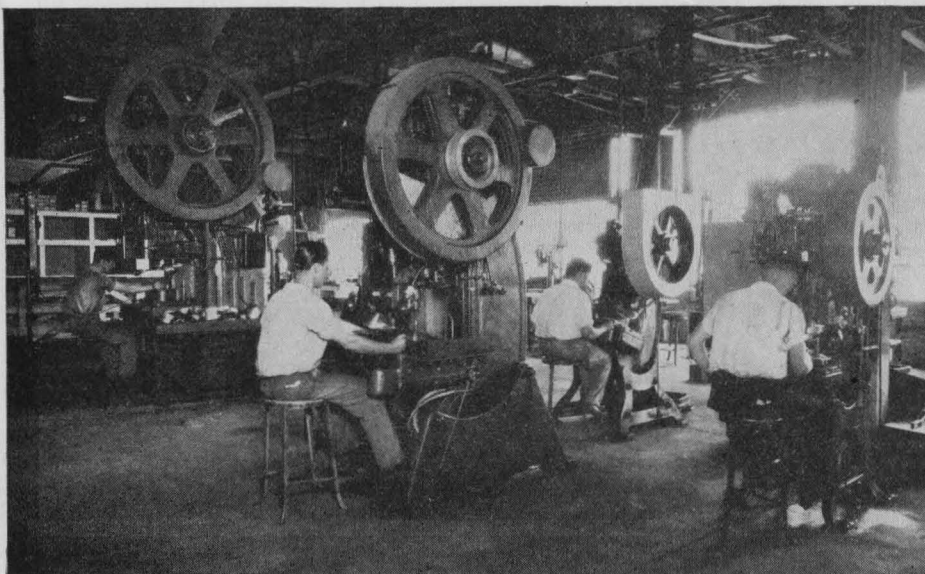
We'll Be at the Sherman—Booths 76 and 77



The Columbus Vending Company Columbus, Ohio

This view to the left is the Assembly Department where COLUMBUS machines are made, and developed by mechanics who are skilled in the art of producing the best possible mechanisms.

This photo shows a view of the COLUMBUS Packing Department. Everything is so designed to handle shipments quickly and efficiently. All machines, after they are packed, are crated at an extra cost to insure better and safer delivery to operators.



The picture on the left shows some of the powerful presses used in developing parts for COLUMBUS machines. One of the larger presses is capable of developing 176 tons pressure.

BINGO--PLANET--BALL

Another Timely Triumph—The Standard of Comparison

Particular Operators—

Insist on Bingo's products because they know that the few extra fine finishing touches on a pin game are what makes Bingo's Planet Ball the outstanding money maker of the age. A brilliantly raised lacquer finish on the playing board combined with four highly colored traps create an appeal the player can't resist.

Strictly a
Legal Game
of Skill
Unsurpassed
In Appearance.



5 Plays
1c or
10 Plays
5c

Low Price

Never before has such fine work been put into a game at such a low figure. Our superior production facilities have made low prices possible. High score appeal makes this game earn back its cost in the first few days.

7 Day Trial

We know what Bingo's Planet Ball is doing. Try it out for yourself for seven days after delivery. If for any reason, whatever you wish to return the first machine before the time expires, ship it back prepaid and we will refund the entire purchase price.

Length 24"
Width 16"
Front Height 6½"
Rear Height 9½"
Weight Only 23 Lbs.

Finely Built!

Take the sum total experience of Bingo's master mechanics and couple it with the flash of an artist's brush and **presto!** you have Bingo's Planet Ball. A solid walnut cabinet with Bingo's tried and improved coin chute and plunger make Bingo's Planet Ball valuable for you from the standpoint of constant operation.

EASTERN REPRESENTATIVE

IRVING BROMBERG

5 Debesoise St., Brooklyn, N. Y.

SOUTHERN REPRESENTATIVE

L. M. PARRISH

Box 166, Florence, Ala.

Bingo Novelty Mfg. Co.,

2240 Ogden Ave.

Chicago, Ill.

The Best That Money Can Buy

LINE UP WITH SEEBURG

It Will Cost You Nothing to Investigate.
Times Are Good With the Operators of Seeburg Instruments

"Quality Is the Thing"

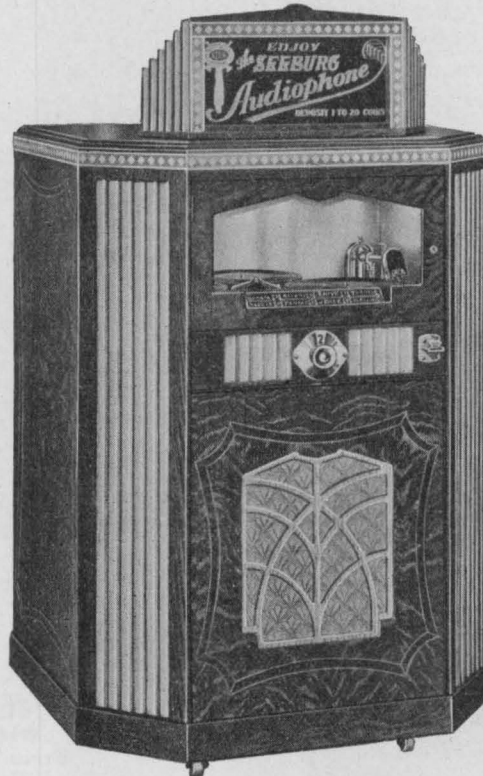
Newer Simplicity

Based entirely on the simplest kind of gear and lever action. The new Seeburg Model "E" presents the most advanced phase of automatic record changing engineering. And still — a LOWER PRICE WITH BETTER TERMS.

Operators

You will find us in Booth No. 48, on the Main Floor, Sherman Hotel Feb. 22, 23, 24 and 25th, where we will have a particular plan for your approval.

BOOTH 48



Earning Power!

One operator has taken \$3,305.40 out of just one instrument in 21 months. Other operators can do this with SEEBURG. Get the facts on these musical money makers!

Operators

You will find us in Booth No. 48, on the Main Floor, Sherman Hotel Feb. 22, 23, 24 and 25th, where we will have a particular plan for your approval.

BOOTH 48

The NEW MODEL "E"

With the entirely mechanical record change
WILL MAKE YOU MORE MONEY



J. P. SEEBURG CORPORATION

1500-1524 Dayton Street
Chicago, Ill.

Date.....

Gentlemen:

I agree that "Quality is the thing" in automatic phonograph operating. Send me information showing a lower price and better terms on the new Model "E."

Name.....

Address.....

Hi-Low *The* ARISTOCRAT of All Pin Marble Games

**A Gold
Mine For
YOU**



**We Are Truly
The Aristocrat**

During the great evolution of coin operated machines, as they come and go, there is always **one** that is recognized above all others. This is true of HI-LOW. It stands alone, undefeated in appearance, mechanism, construction and earning power. Don't take any chances, play safe, buy HI-LOW machines.

Meet Our Distributor, Mr. J. W. Kline

Mr. Kline is our wide-awake distributor of Chattanooga, Tennessee. His address is 702-A Battery Place, and he will be glad to hear from all prospective buyers in the great East and Southeast. Each month, in our full page ad in this magazine, we will introduce our distributors. Watch next month's issue for another live-wire distributor of HI-LOW machines.

All of you buyers in the East and Southeast, drop Mr. Kline a line, asking for prices and full information. Don't forget his address, 702-A Battery Place, Chattanooga, Tenn.

**Write
or
Wire
For
Our
Prices**

SIZE
40³/₄" High
17¹/₄" Wide
36³/₄" Long
Weight, 55 Lbs.

**Legal
Everywhere**

**Prompt
Shipments**

Dallas Novelty Company

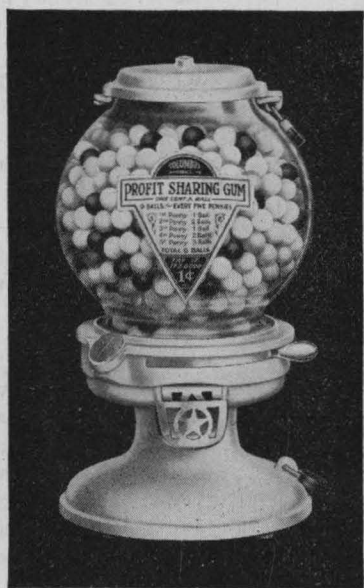
THE SOUTH'S LARGEST MANUFACTURERS OF COIN-CONTROLLED MACHINES.
210-212 Lane Street

Dallas, Texas



Ball Gum and Marble Vendors Always Satisfy

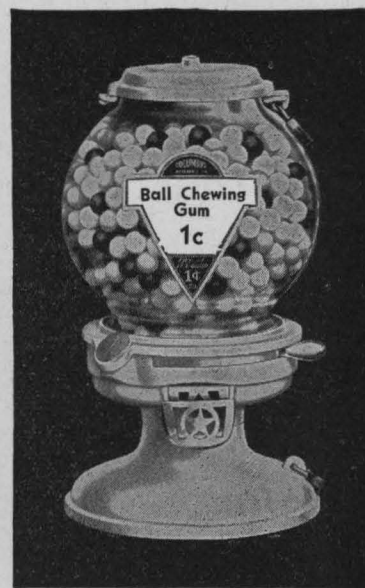
PLAY SAFE WITH COLUMBUS MACHINES—THEY'RE
BUILT TO LAST



Model 14
Vends 1-2-3



Model 16
Vends 2 Balls 1c



Model 17
Vends 1 Ball 1c

Interchangeable Vendor Discs

This series of Ball Gum Machines, including Model 14, Model 16, and Model 17, is designed with interchangeable vender discs. The disc used in Model 14 is No. 193. The disc in Model 16 is No. 205 and the disc in Model 17 is No. 206. These three discs are interchangeable in the same machine and are used in combination with our new agitator plate, which prevents arching and missing. These machines will take care of standard $\frac{3}{8}$ inch ball gum or standard marbles, including 00 size and up.

The Model 14 Profit Sharing Ball Gum Vender dispenses gum at the rate of 1-2-1-2-3. Instead of vending six balls for three pennies, Model 14 vends nine ball for five pennies. By this unique arrangement you secure fifty-five pennies for every hundred balls vended instead of only 50 pennies. The Model 16 vends two balls for every penny and takes in fifty pennies for every one hundred balls vended.

The Model 17 vends one ball for each penny and takes in one hundred pennies for every one hundred balls vended.

For Further Details Write Your Nearest Dealer



MANUFACTURED BY

The Columbus Vending Co.

2005-2015 East Main Street
COLUMBUS, OHIO, U. S. A.